TearSheet

MAY 1995

sidewalk

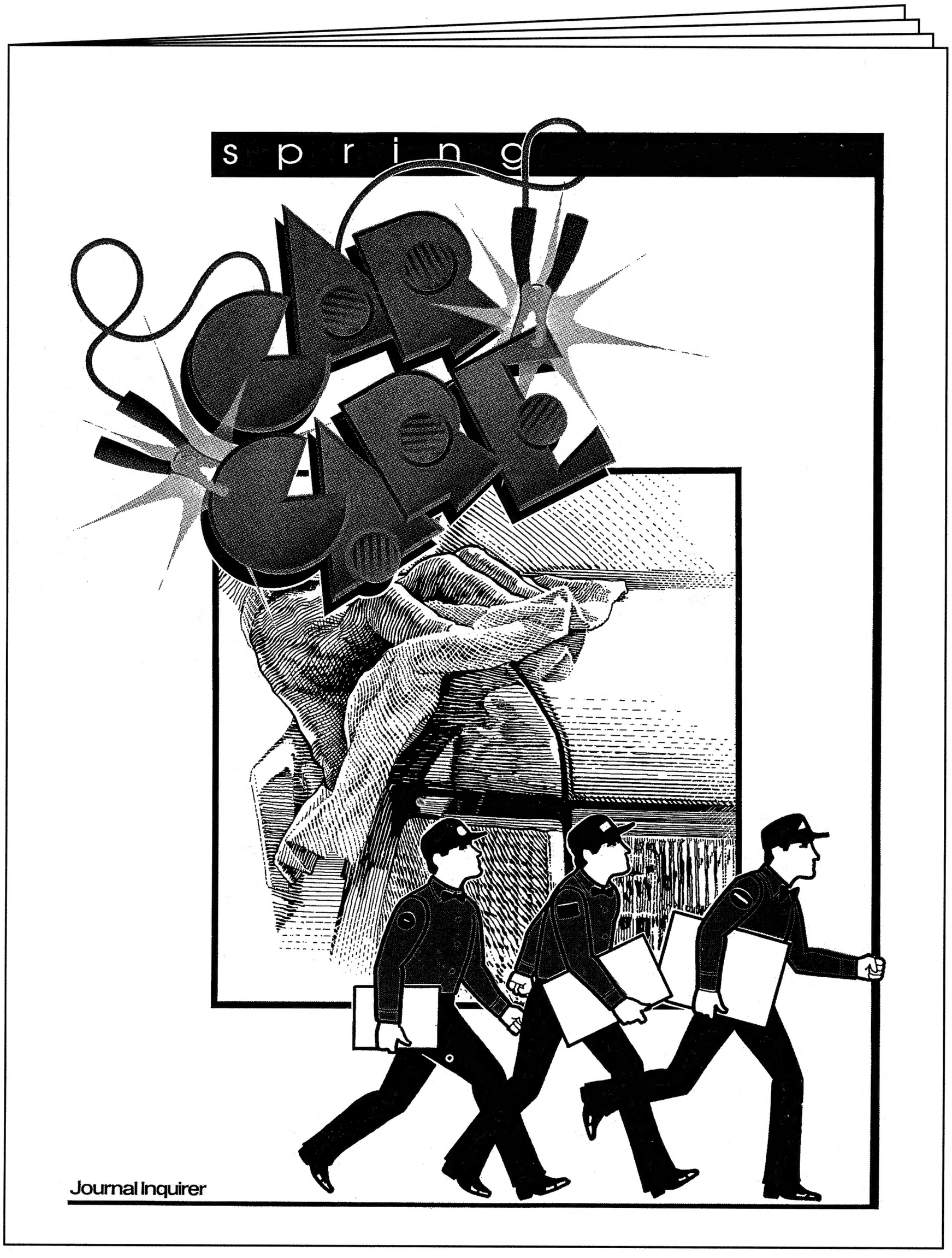
$ALE

Case Histories

Steven D. Chandler

Graphic Designer
The Journal Inquirer
306 Progress Dr. P.O. Box 510
Manchester, CT 06045

Funky Car Care heading from April 92 *PMS*, p. 22 and realistic art of hand polishing car from April 92 *PMS*, p. 4 combined to create newspaper special supplement cover. Printed in red and black.

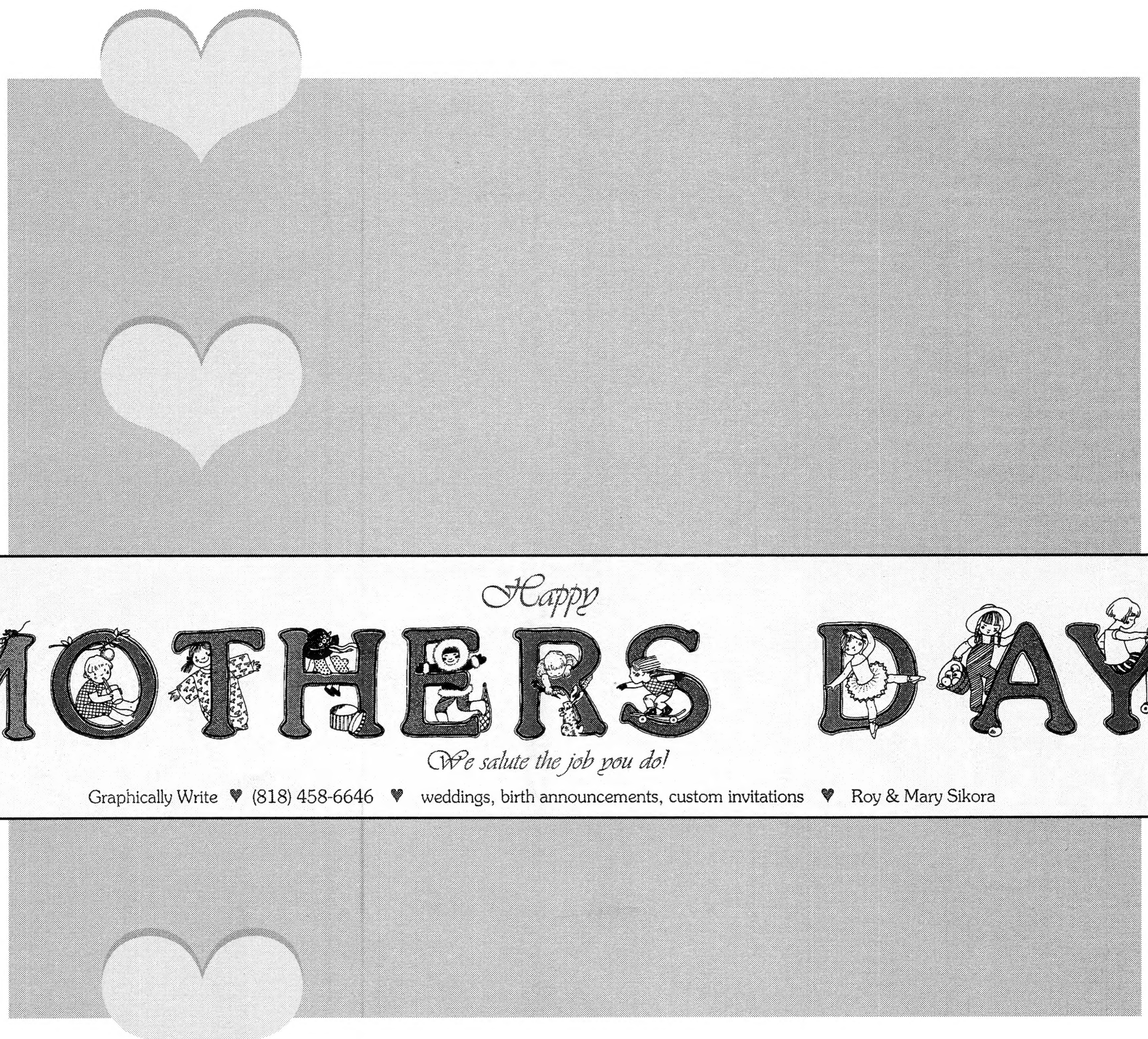


Case Histories

Mary Sikora

Co-Owner
Graphically Write
142 N. Rosemont
San Gabriel, CA 91775

Sikora said, "[We] like to send promotional pieces out...several times a year. Since 90% of our clients are women, we decided to send out a Mother's Day greeting...we received an incredible response! We printed this at the bottom of another job, making use of an odd scrap of paper and gaining three-color printing at no cost!" The art is from June 89 *PMS*, p. 12.


Happy
MOTHERS DAY
We salute the job you do!
Graphically Write ♥ (818) 458-6646 ♥ weddings, birth announcements, custom invitations ♥ Roy & Mary Sikora

Case Histories

Marguerite Millar

Art Director
Imagemaker Associates
339 Herbertsville Rd.
Brick, NJ 08724

Book removed from original art (April 92 *PMS*, p. 24) to create a logo for Kids Camp. Millar said, "It was perfect for the identity the client wanted to establish. The artwork was reproduced in magazine and newspaper ads, brochures, buttons, and posters." Border on brochure cover below was created from elements lifted from a March 89 *Clipper* texture, p. 22

Ocean Place Hilton Resort And Spa Has A Variety Of Value Packed Family Fun Waiting For You

Summertime is family time at the Ocean Place Hilton Resort And Spa and we've created an exciting Kids Camp Fun Package that's sure to please the entire family. Kids Camp means fun for kids and a carefree getaway for Mom and Dad! We've developed programs to be stimulating and creative for children yet safe and well supervised for parents' peace of mind. Each Kids Camper gets our special welcome kit packed full of fun surprises including a coloring book, crayon pack, sunglasses and much more!

KIDS CAMP

Some Supervised Kids Camp Activities Are:

- Treasure Walk
- Arts & Crafts
- Shuffleboard
- Sand Castle Building
- Coloring & Art Contest
- Swimming Pool Games & Races
- Beach Games & Races
- Musical Low Impact Kids Aerobics
- Volleyball
- Cookie Decorating
- Story Time
- Nature Walks along the Beach
- Bingo & Board Games

Some Special Activities For The Whole Family:

The Ocean Place Hilton Resort And Spa is close to many family fun attractions.

- Great Adventure Theme Park (Discount Tickets Available)
- Monmouth Park Racetrack
- Sandy Hook Gateway National Seashore
- Local Boat Cruises & Deep Sea Fishing
- 7 Presidents Park
- Jenkinson's Aquarium & The Point Pleasant Beach Boardwalk
- Historic Twin Lights Lighthouse
- The Monmouth Museum
- Golf & Miniature Golf
- Shopping at the nearby Malls

Kids Camp Means Peace Of Mind

Parents set the schedule at Kids Camp...so you can spend time with your children or have special times for yourself. Kids Camp allows you to schedule your children's activities in morning, afternoon or early evening programs that are safe and well super by Kids Camp Coordina Healthy funsnacks like f the morning sessions o are always favorites. Ea can enjoy our video m like juice, soda, popco order from our special Dinner Menu, arrange i hotel, then enjoy a qu

To arrange your famil
(908

OCE
H
RESO

One Ocean Bl
Not

Kids Camp subject to av
Subject to change witho
Program available Memo
Registration limited - ad
Kids Camp fees additio

Welcome To Paradise... The Ocean Place Hilton Resort And Spa

The subtle yet breathtaking beauty of our oceanfront resort surrounds and comforts you from the moment you check in until the time of your departure. Each r suite has its own private sparkling Atlantic...and is a refreshing oasis esses of civilization.

k jog at sunrise or a brisk game k in one of our whirlpools ch with a good book, you set ve or relaxed as you like.

ure of
and
with
s.
evening,
here of
uarant
Later
in Atlantis,
ce club,
rsation
ks in our

PLEASURE BAY

The Shrewsbury

ATLANTIS

TASTE TASTES

to Paradise on the
e...and bring the whole
vacation of your dreams!

Great for Single

Ocean Place Hilton Resort And Spa Presents

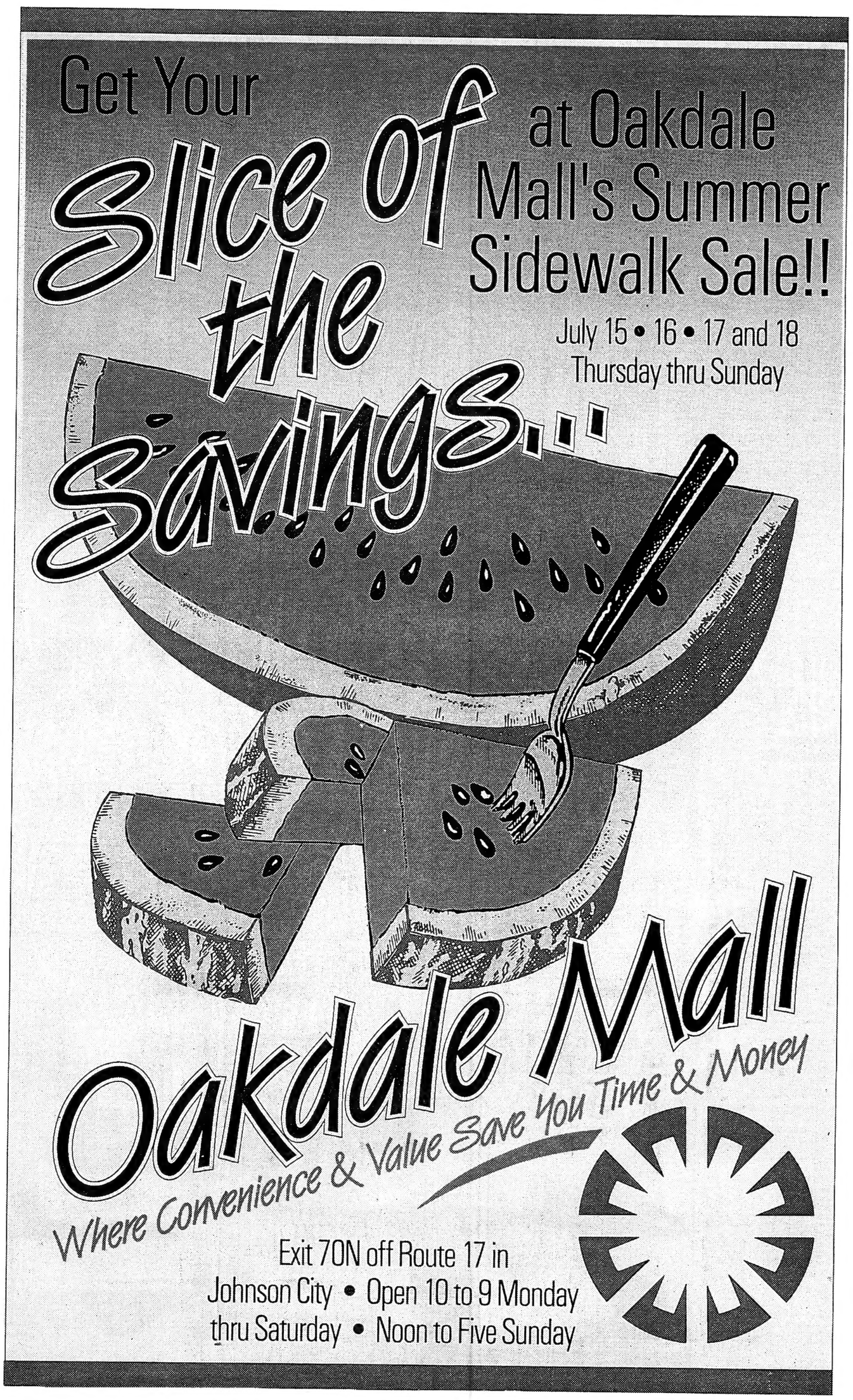
The Perfect Vacation For You & Your Kids!

KIDS CAMP

OCEAN PLACE HILTON
RESORT AND SPA

Let The Summer Family Fun Begin

Case Histories


Get Your
Slice of the Savings...!
at Oakdale Mall's Summer Sidewalk Sale!!
July 15 • 16 • 17 and 18
Thursday thru Sunday
Oakdale Mall
Where Convenience & Value Save You Time & Money
Exit 70N off Route 17 in
Johnson City • Open 10 to 9 Monday
thru Saturday • Noon to Five Sunday

Larry Gaylord

Graphic Artist
Binghamton Press Co.
4421 Vestal Parkway E.
Binghamton, NY 13902

Art from June 88 *PMS*, p. 2, works perfectly on this full-page newspaper ad. Gaylord said, "The customer specifically requested a watermelon with slices and a fork to tie in with other promotional materials. With only slight redrawing (removal of salt shaker, table cloth, and plate) *PMS* provided just what the client asked for!" Printed in red, green, and black.

Case Histories

Susan McCrobie

Graphic Design Associate
The News-Enterprise
408 Dixie Ave.
Elizabethtown, KY 42701

Dashing fairy-tale frog from March 94 *PMS*, p. 1, combined with garage sale art (also from March 94 *PMS*, p. 1) to create this full-page newspaper ad encouraging readers to advertise in the classifieds. Printed in green and black.

Knee deep in junk?
Take The Leap And Place A Classified Ad In
The News-Enterprise
We'll Play Prince Charming And Rescue You
From All That Junk and Make You Money Too!
Call 769-1200 Ext. 225
For
A Happily Ever After!

Case Histories

Pamela Lemoine

Ad Manager
Eunice News
251 N. Second
Eunice, LA 70535

Smiling couple from April 93 *PMS*, p. 8, adds a homey touch to hospital's newspaper ad announcing a brown-bag-it lunchtime lecture.

Life begins...

...when you let it.

Learn the impact of menopause, it's effects on midlife events, early symptoms, long term consequences and treatment options.

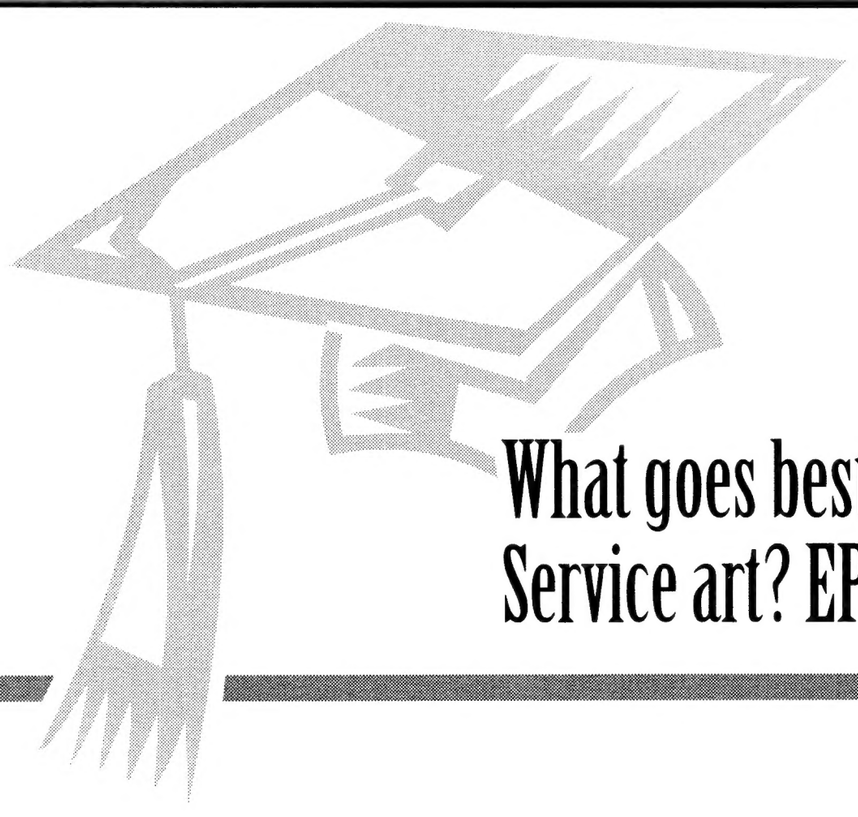
"The Menopause and Beyond"
a brown bag lunch sponsored by

Moosa Memorial Hospital & CIBA

MOOSA MEMORIAL HOSPITAL

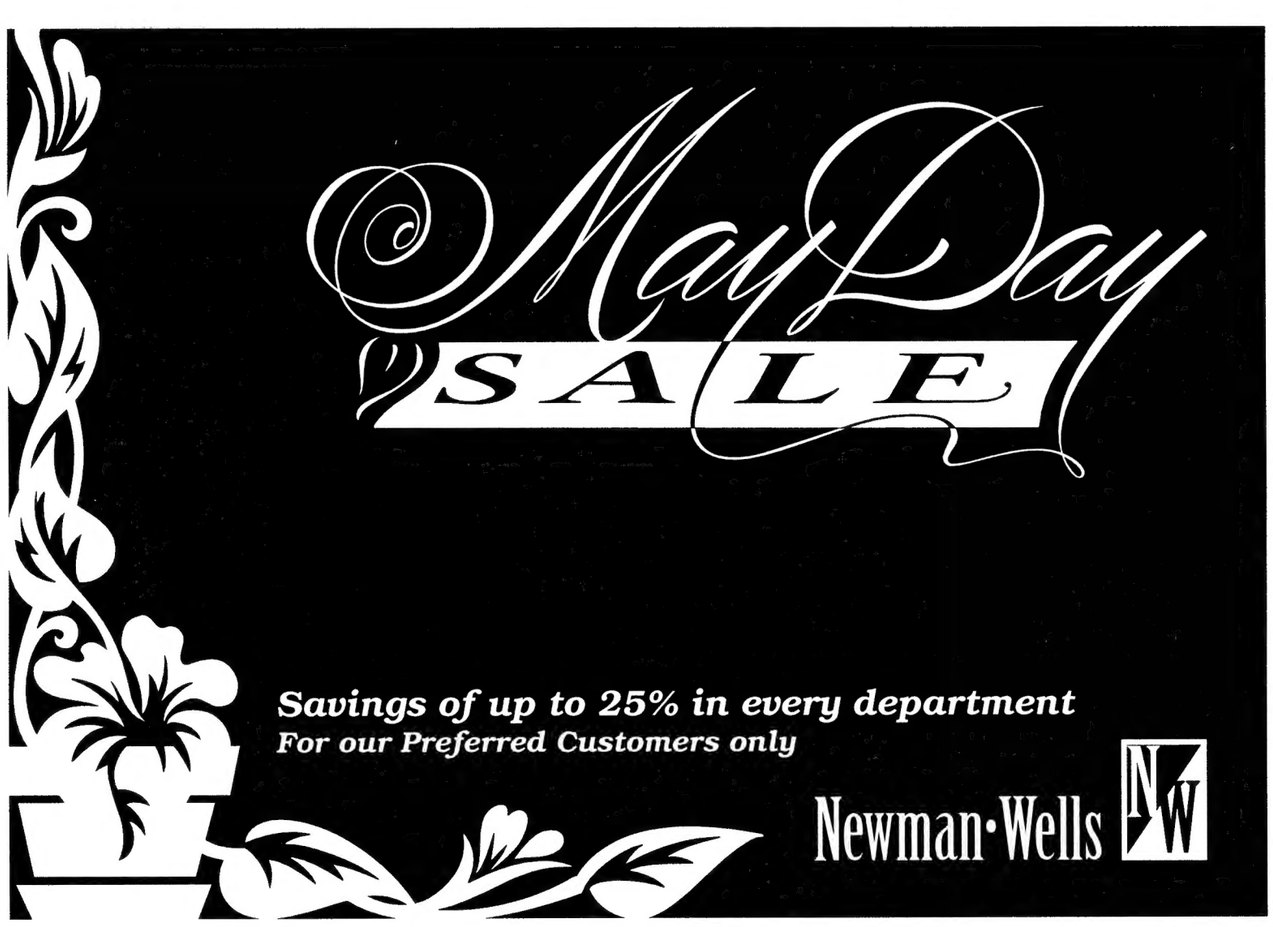
Thursday, May 20 at 12 Noon
Hospital Cafeteria
450 Moosa Blvd. - Eunice For More Info. Call 457-5244

For *PMS* Cover Story & Trade Show information, please see the inside front cover of *Print Media Service.*



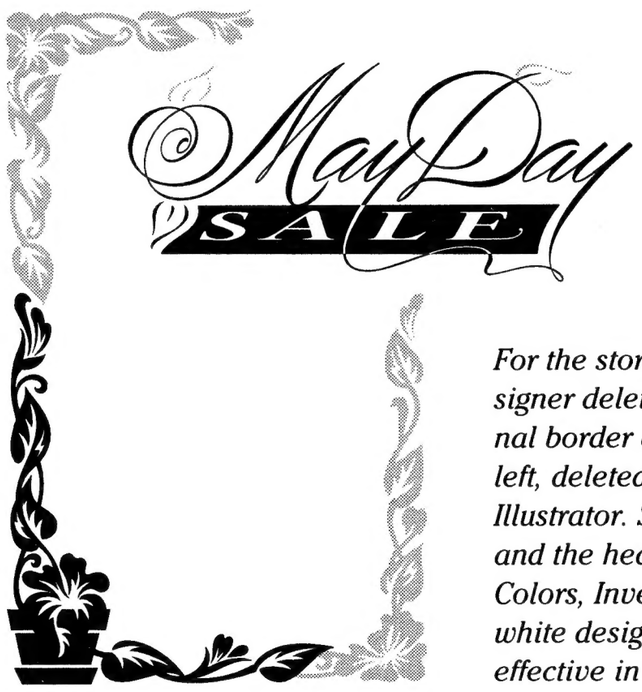
Desktop Design

What goes best with Electronic Print Media Service art? EPMS lettering of course!



There's no need to create elaborately embellished headlines to go with the Electronic Print Media Service art you've chosen for your design. We've already done it for you! If you don't see anything in the current issue that works with your art, check out your PMS Cross Reference Index or thumb through past issues of *Tearsheet* for type that suits your design perfectly.

"May Day Sale": 048F0595.EPS; plant border: 111G0595.EPS; "Memorial Day savings": 045F0595.EPS; stars: 067F0295.EPS; "Especially for Seniors": 146F0594.EPS; senior couple: 067F0595.TIF; "We Love you, Mom": 080F0593.EPS; mother and children: 055F0595.TIF; "Congratulations Graduate": 049F0595.EPS; mortarboard: 017F0595 EPS.

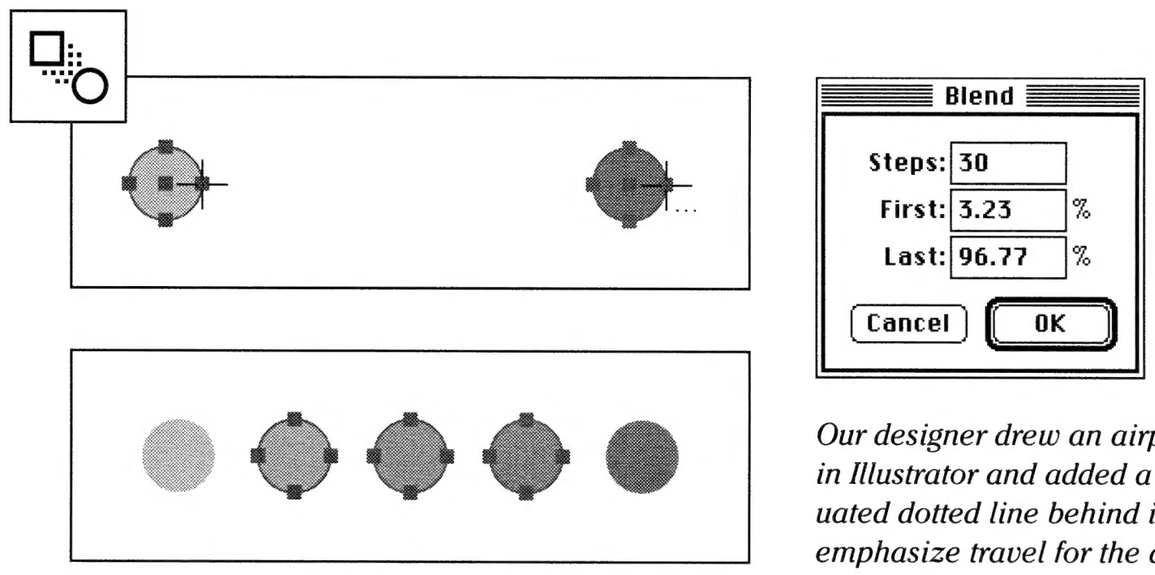


For the store postcard, above, the designer deleted contours of the original border and headline (shown at left, deleted areas shown in gray) in Illustrator. She then selected the art and the headline and chose Filter, Colors, Invert Colors. This black and white design would be even more effective in a single color.

save 30% on all home accents
Don't miss this sale!
May 27th to May 30th
MEMORIAL DAY
savings
We're celebrating Memorial Day by passing on special savings to you! Prices on many items have been reduced from 10% to 30%! You'll find savings on fashions for the family, shoes, accessories, jewelry, cosmetics, small appliances, draperies, home accents, electronics, and much more. But don't delay – our Memorial Day prices are only in effect through May 30th.
bloomington's
upper level, southland mall
save 15% on fine jewelry and watches
save 20% on spring fashions

A star mortice from February 95 Print Media Service accents the embellished headline on the ad at right. The designer opened the stars in Photoshop and added soft shadows so that they would better match the stars in the type. She created a small star in Illustrator using Filter, Create, Star. She duplicated the star, then scaled, rotated, and filled the duplicates with various percentages of black to add variety to the layout.

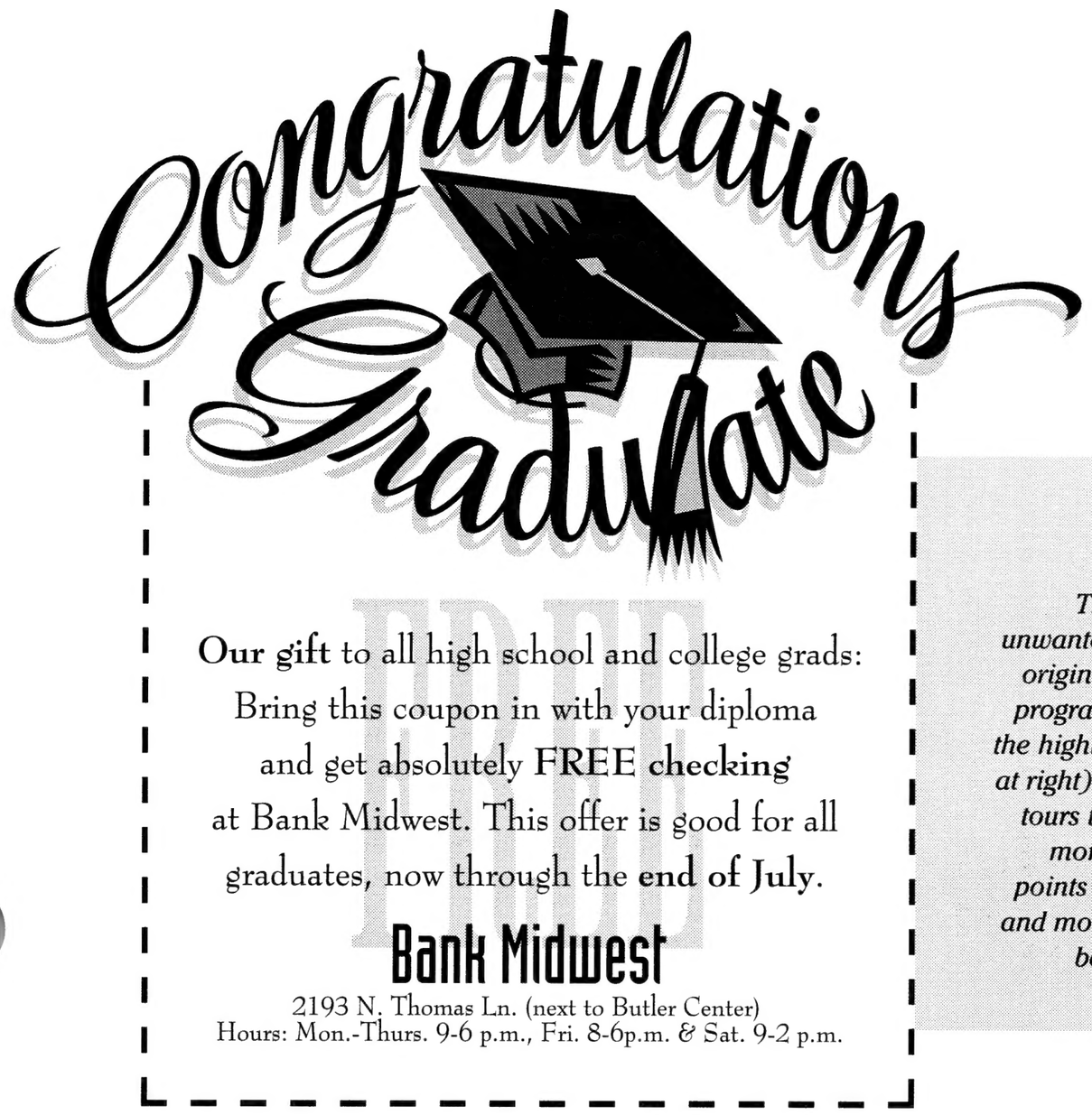
Especially for Seniors
If you're over age 55, then we've got a great deal for you! We offer senior discounts of 10% to 15% off of most cruises and travel packages. We also offer packages to the most popular elder hostels. Elder hostels are for-seniors-only resorts which offer classes, golfing, exercise classes, lectures, swimming, sightseeing excursions, and more. To find out more about these exciting travel packages, plus our great senior discounts, just give us a call at 555-7695!
Kelly travel services, inc.
5436 Brinkland Ave. / 555-7695 / M-F 9-6, Tues. til 9, Sat. 9-4



Our designer drew an airplane in Illustrator and added a graduated dotted line behind it to emphasize travel for the ad, far left. To create the graduated dotted line, the designer drew two small circles and placed one where he wanted the line to begin (directly behind the airplane) and one where he wanted the line to end. He filled the first dot with a dark gray and the last dot with a very light gray. He selected both dots, chose the Blend tool, clicked on the corresponding points of each dot (as shown far above) and chose a lower number than the suggested default in the Blend dialog box (shown above, right). This created a line of individual dots (as shown directly above) instead of one continuous blended shape.

WE LOVE YOU, MOM
That's why we're taking you out for a special dinner this Mother's Day. Longfellow's buffet has great food for the whole family!
Located in Northpoint Plaza
Longfellow's
Family Restaurant
555-9844
Open 24 Hours

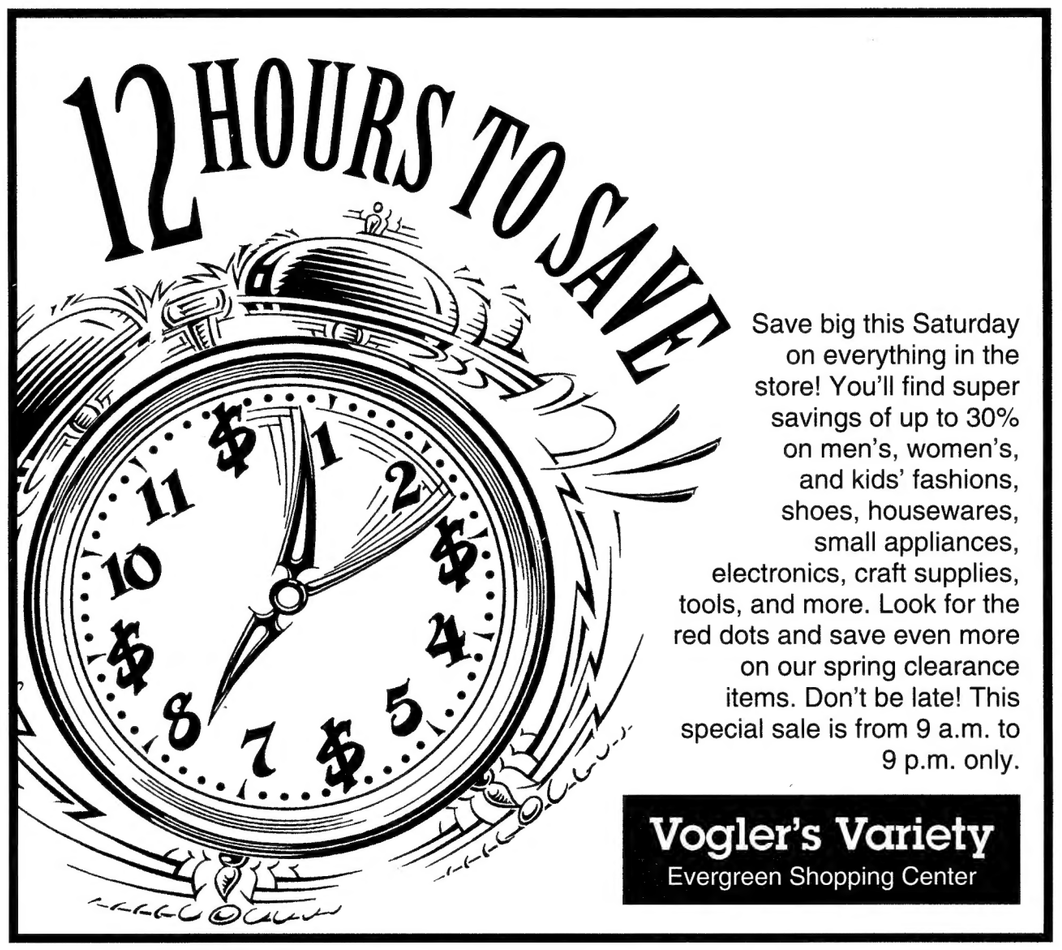
The childlike script headline from May 93 Print Media Service inspired the irregular border used on the ad at right. The designer used contours from the lettering to create the border.


Congratulations Graduate
Our gift to all high school and college grads:
Bring this coupon in with your diploma and get absolutely FREE checking at Bank Midwest. This offer is good for all graduates, now through the end of July.
FREE
Bank Midwest
2193 N. Thomas Ln. (next to Butler Center)
Hours: Mon.-Thurs. 9-6 p.m., Fri. 8-6p.m. & Sat. 9-2 p.m.

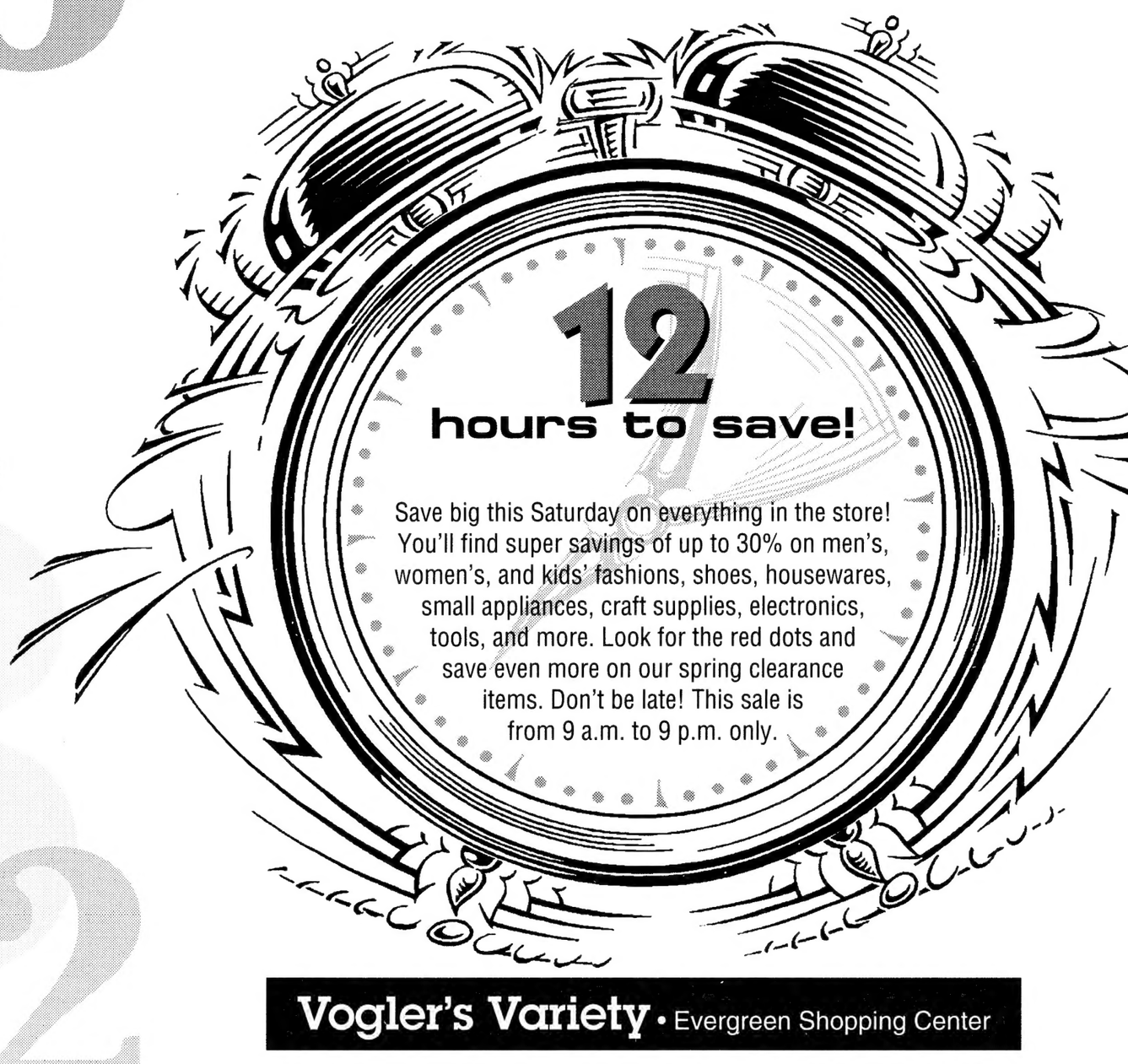
The designer removed unwanted elements from the original lettering in a draw program, then cut the art in the highlighted areas (shown at right) and deleted the contours to make room for the mortarboard. She joined points to close the contours and moved the "ate" to the right so the word "Graduate" could be read when the mortarboard was placed in the center.

Bad Ads/Good Ads: Dominance makes a difference in design

Dominance is just a way of saying that one element in a layout stands out and attracts attention. The dominant element of a layout is usually the art, but it can be the headline, the text, or even white space. The most common way of establishing dominance is with size. You can also establish dominance with texture, shape, color, or by including some familiar element that draws the eye, such as an arrow, a large dollar sign, or a stop sign shape. When you're trying to decide which element should dominate — first determine the function of your design. When art dominates, it's because it carries necessary information to the reader. For example, the dominant alarm clock art on the ad below conveys a sense of time and urgency to the reader.
Alarm clock: 078F0595.TIF


12 HOURS TO SAVE
Save big this Saturday on everything in the store! You'll find super savings of up to 30% on men's, women's, and kids' fashions, shoes, housewares, small appliances, electronics, craft supplies, tools, and more. Look for the red dots and save even more on our spring clearance items. Don't be late! This special sale is from 9 a.m. to 9 p.m. only.
Vogler's Variety
Evergreen Shopping Center

On the ad above, neither the art nor the type is dominant — they're both fighting for attention, so the reader doesn't know where to look first. The logo and the heavy border are also distracting.


12
hours to save!
Save big this Saturday on everything in the store! You'll find super savings of up to 30% on men's, women's, and kids' fashions, shoes, housewares, small appliances, craft supplies, electronics, tools, and more. Look for the red dots and save even more on our spring clearance items. Don't be late! This sale is from 9 a.m. to 9 p.m. only.
Vogler's Variety • Evergreen Shopping Center

The designer eliminated the numbers and dollar signs and lightened elements of the original art (shown above) to make room for text on the ad at left. In Photoshop: She opened the art and changed the mode to grayscale. She selected the hands with the magic wand, changed the foreground color to 10% black, then filled the hands with the foreground color. (She repeated the process for the minute marks, filling them with 30% black.) To fill in gaps left by the dollar signs, she copied the larger minute marks, rotated them, and moved them to the gaps.

Leading: What it is and how to get it

Leading refers to the amount of space between lines of type. Back when printers set type in hot metal, they separated lines of type with thin metal strips called "leads." Leading is measured in points, just as type is. Now that you're using software to set type, you'd think that you shouldn't have to think about leading anymore. You'd think that your software would do it for you. It does; it just doesn't look very good. The default (auto) leading in most programs is 120 percent of the type size. This is usually too much. A good rule is to set the leading two points higher than the type – 20 point type gets 22 point leading.

QuarkXPress:

Before you set leading in Quark, check the leading mode. Select Edit, Preferences, Typographic, and set the mode to Typesetting. There are three ways to set leading in Quark: in Paragraph Formats (command-shift-F), in the Leading dialog box (command-shift-E), and in the Measurements Palette. The measurements palette is the most convenient, as you can select the leading value and replace it with what you want or you can use the up and down arrows next to the leading value to increase or decrease in 1 point increments.

Quark also features Relative leading. You can type a + or - value before the leading value. If your type size is 10 and your leading value is +2, you'll get 10 point type with 12 point leading. The relative leading value stays the same – so if you change your type size to 25 point your leading will change to 27 point.

PageMaker:

Use the Leading submenu from the Type menu to set leading in half-point increments. Choose Other from the Leading submenu to choose a value from 0 to 1,300 points in 0.1 increments. You can also set leading using the Type Specs dialog box and the Control Palette.

Leading Tips:

- Increase the leading as you increase line length – your text will be easier to read.
- Sans serif or bold type can be difficult to read when set solid (for example, 10 point type on 10 point leading).
- Set headlines with tight or solid leading – as long as it looks good and can be read.
- When using tight leading or solid leading, make sure the ascenders and descenders of your letters aren't touching.
- Set all-caps type solid or with negative leading. All-caps type has no descenders to worry about, so you can set it this way (but remember, all-caps type can be hard to read).

13-Week Campaigns

Starting with your May issue of EPMS, you'll receive a set of art, headlines, borders, and text for use in a variety of themed 13-week advertising campaigns. These special campaigns will be presented quarterly throughout the year. Each 13-part series is designed to be used for a single advertiser once a week for thirteen weeks. Turn to page 24 to see the completed ads for the 13-week financial campaign provided on this month's CD. The body copy for each ad is provided in a numbered text file (which corresponds with each numbered ad) in the "13-Week Campaign" folder. You may be able to import or place this copy into various draw or page layout programs. Or, you can simply print the text file and type the copy into your layouts.

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

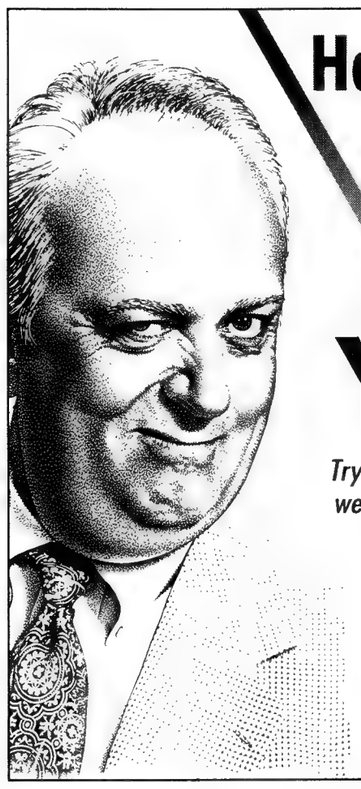
- 001A0195.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.
F: freestanding art: an illustration or heading. Freestanding art varies in size.
S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.
L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.
G: EPS ready-to-go ad at 3 columns (6 7/16") wide.
P: grayscale photograph.
C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .
D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.
T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

- 001A0195.TIF: These digits identify the month and year of the issue.
- 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.



Have I Got A Deal For YOU

Try the EXPRESS LUNCH, weekdays from 11 to 2. It's served in 30 minutes or less, or it's FREE!

STIX
BAR & GRILL
341 W. 4th • M–S 10–10

Have you heard?

The lowest carpet prices in town just got *even lower*!

Get two rooms of quality Paxton House carpeting, including pad and installation, for only **$495**

Come see the largest selection of flooring, carpeting, and area rugs at incredibly low prices–every day!

Carpet Outlet Center 1137 N. Vine St.

"Crazy" Aug 94 Print Media Service Graphic embellishments Dec 94 Print Media Service

GO A LITTLE CRAZY *at our* SUPER CLEARANCE SALE

Tuff One Tools Hammers, screwdrivers, wrenches, and more. Take an additional **30% off** previously reduced prices

Hurry! Shop early for the best selection

Edna Bath Towels Plush cotton towels in a variety of colors. Take an additional **10% off** already reduced prices

Yummi Kandy Chocolate, hard candy caramels, and lollipops. Take an additional **10% off**

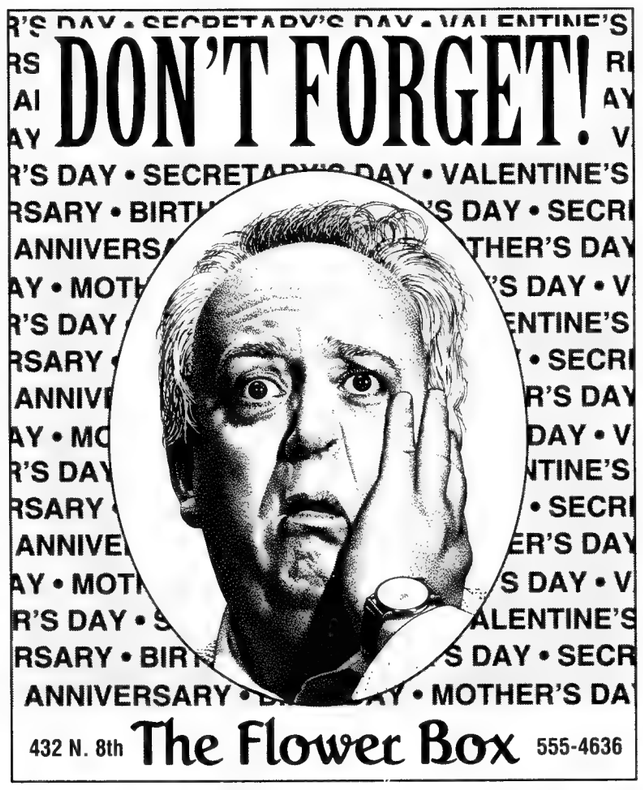
JKC Craft Kits Cross stitch, beaded jewelry, ornaments. Take an additional **10% off** previously reduced prices

Khaki Facial Care Cleansers, moisturizers, toners, masks, and more. Take an additional **25% off** previously reduced prices

Sunday, May 7, thru Saturday, May 13

Rono Notebooks Spiral bound, with regular or college-rule paper Take an additional **15% off**

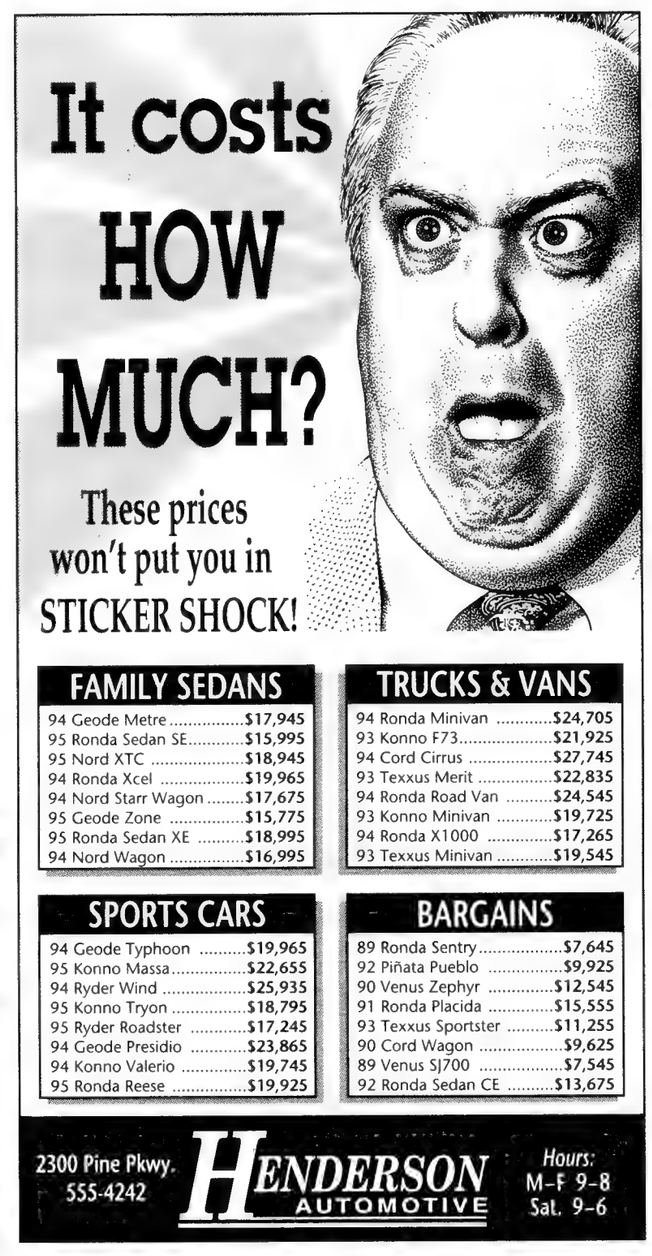
456 Sunnydale **VOLGER VARIETY** Open daily 9–9



DON'T FORGET!

R'S DAY • SECRETARY'S DAY • VALENTINE'S
RSARY • BIRTH'S DAY • SECRE
ANNIVERSA THER'S DAY
AY • MOTH 'S DAY • V
R'S DAY ENTINE'S
RSARY • SECRE
ANNIVE R'S DAY
AY • MO DAY • V
R'S DAY NTINE'S
RSARY • SECRE
ANNIVE ER'S DAY
AY • MOTH S DAY • V
R'S DAY • S ALENTINE'S
RSARY • BIR S DAY • SECR
ANNIVERSARY • • MOTHER'S DA

432 N. 8th **The Flower Box** 555-4636



It costs HOW MUCH?

These prices won't put you in STICKER SHOCK!

FAMILY SEDANS	
94 Geode Metre	$17,945
95 Ronda Sedan SE	$15,995
95 Nord XTC	$18,945
94 Ronda Xcel	$19,965
94 Nord Starr Wagon	$17,675
95 Geode Zone	$15,775
95 Ronda Sedan XE	$18,995
94 Nord Wagon	$16,995

TRUCKS & VANS	
94 Ronda Minivan	$24,705
93 Konno F73	$21,925
94 Cord Cirrus	$27,745
93 Texxus Merit	$22,835
94 Ronda Road Van	$24,545
93 Konno Minivan	$19,725
94 Ronda X1000	$17,265
93 Texxus Minivan	$19,545

SPORTS CARS	
94 Geode Typhoon	$19,965
95 Konno Massa	$22,655
94 Ryder Wind	$25,935
95 Konno Tryon	$18,795
95 Ryder Roadster	$17,245
94 Geode Presidio	$23,865
94 Konno Valerio	$19,745
95 Ronda Reese	$19,925

BARGAINS	
89 Ronda Sentry	$7,645
92 Piñata Pueblo	$9,925
90 Venus Zephyr	$12,545
91 Ronda Placida	$15,555
93 Texxus Sportster	$11,255
90 Cord Wagon	$9,625
89 Venus SJ700	$7,545
92 Ronda Sedan CE	$13,675

2300 Pine Pkwy. 555-4242 **HENDERSON AUTOMOTIVE** Hours: M–F 9–8 Sat. 9–6

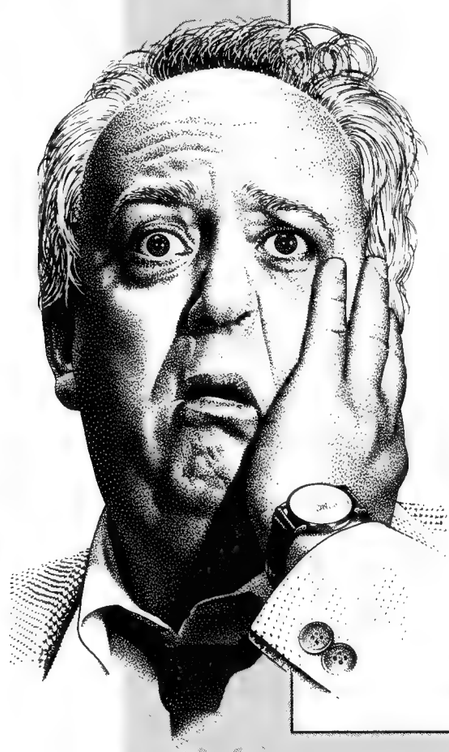
"Sale" Apr 87 Print Media Service

12-HOUR *Sale*

I Can't Believe It!

Buy one pair of shoes at regular price and take **1/2 OFF** the price of a second pair!

Quality Shoes
Central Plaza • Mon.–Sat. 9–9



HOW WILL I DO IT ALL?

- ☑ The house needs to be painted
- ☑ The garden needs to be planted
- ☑ The lawnmower doesn't work
- ☑ The kitchen sink is leaking
- ☑ The ceramic tile needs new grout
- ☑ The gutters need to be cleaned
- ☑ The bathroom needs new flooring
- ☑ The garage door opener is broken
- ☑ The lawn is full of weeds
- ☑ The carpeting needs to be cleaned

Get everything you need to spruce up your home and yard in one stop!

Our staff of professionals has the helpful advice that do-it-yourselfers need to get the job done right.

Hours: M–F 9–9 Sat. 9–7 Sun. 10–6

Theobald Home Center
4512 Willow Street • 555-6720

WOW! it's the 1 BIG SALE

Monday, May 22nd, thru Saturday, May 27th

Buy one 8 oz. can of Gonzaga John pork and beans and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Buy one 8 oz. can of Brambell's Homemade Soup and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Buy one 16 oz. box of Really Clean laundry detergent and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Buy one pack of Softee toilet paper and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Buy one bar of Fresh-N-Clean deodorant soap and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Buy one 16 oz. bottle of Shiny styling gel or hairspray and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Buy one 12 oz. bottle of Scrubby dish detergent and get a second one for ONLY 1¢ While supplies last. Sorry, no rainchecks.

Hours: Mon.–Fri. 9–9, Sat. 9–7, Sun. 11–6

METRA Discount Center
458 Park West

Tell you what I'm gonna do...

...give you the BEST PRICES in town!

SALE ..... **$399.99** *VeriClean dishwasher with EnergySaver and PotCleaner features. Reg. $449.*

SALE ..... **$459.99** *Adona large-capacity washer with four wash and rinse cycle combinations. Reg. $569.*

SALE ..... **$499.99** *Adona large-capacity natural gas dryer with EnergySaver feature. Reg $589.*

SALE ..... **$199.99** *Zappit 800-watt microwave with built-in turntable and WarmUp feature. Reg. $249.*

SALE ..... **$389.99** *GasGlow gas range with Autoclean feature and Easy Clean surface. Reg. $499.*

SALE ..... **$699.99** *Tashita big-screen color TV with stereo sound and remote control. Reg. $879.*

SALE ..... **$399.99** *Tashita 23-inch color TV with built-in VCR, stereo sound, and remote control. Reg. $449.*

SALE ..... **$379.99** *ChillOut 700-watt Econo air conditioner with Ener-G-Saver feature. Reg. $449.*

WILLMAN Appliance
1137 N. 37th • 555-4636 • M–S 10–9

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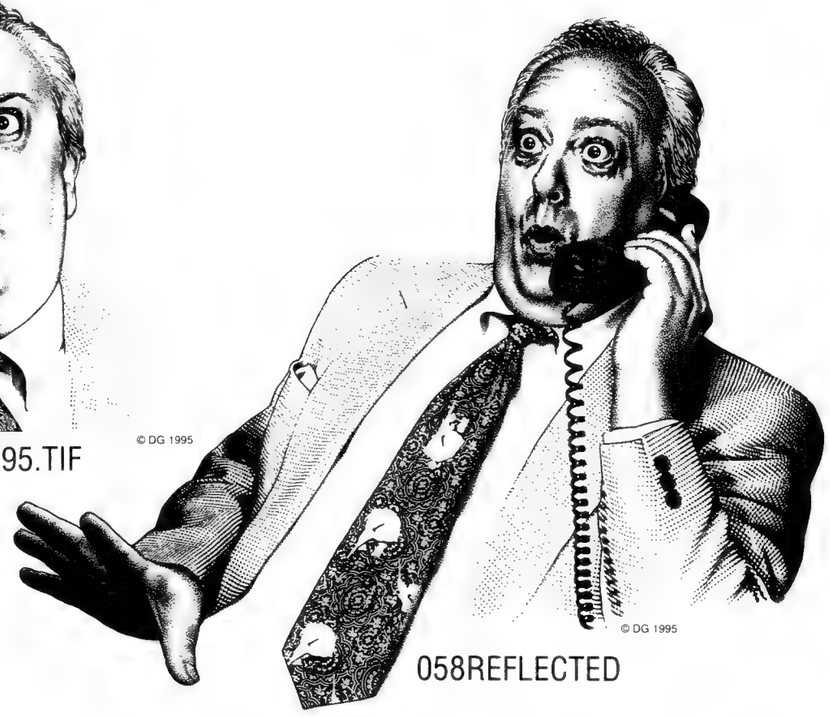

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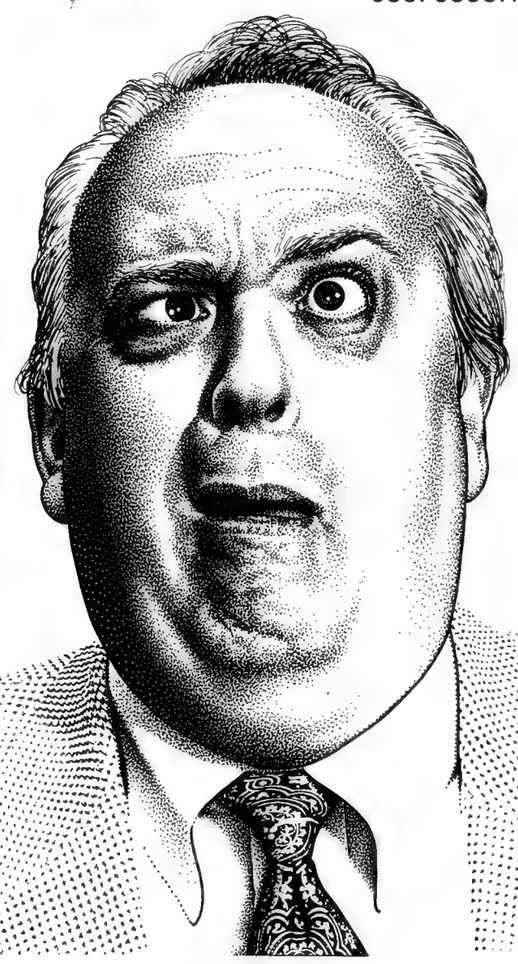

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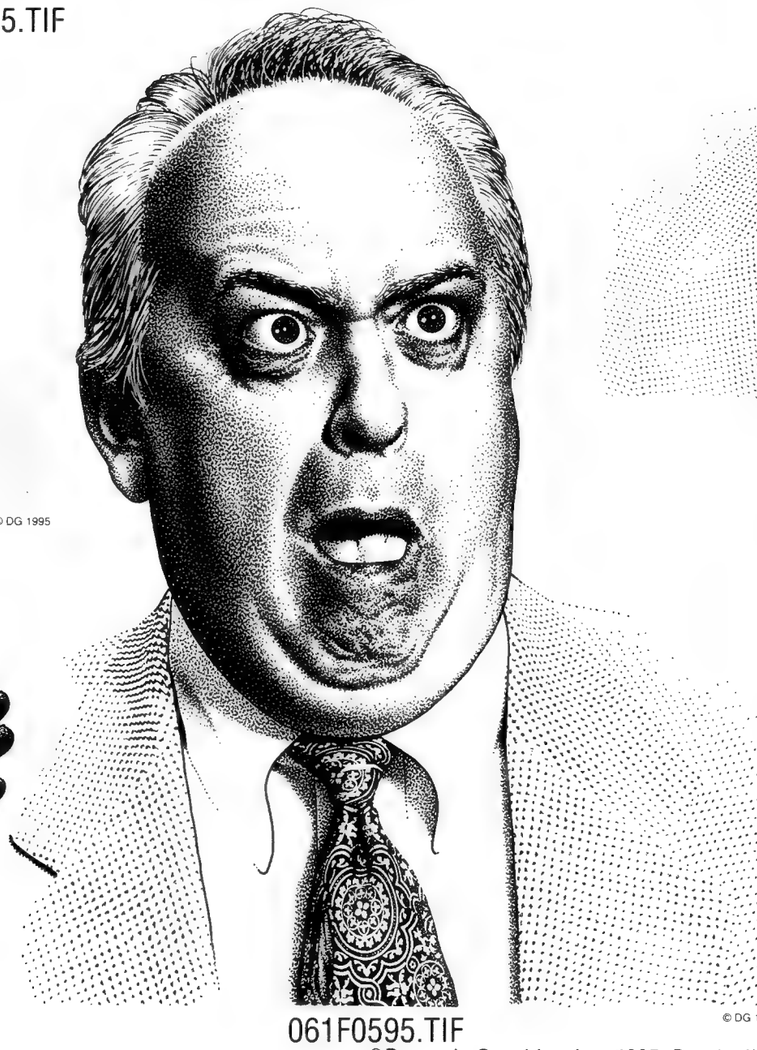

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Special Supplement to The Herald Times

for a SPECIAL MOTHER

Gift Guide

Show Mom she's the greatest

Treat her to Mother's Day Brunch!

Serving brunch on Sunday, May 14, from 9 a.m. to 2 p.m. The cost is $8 per person. Make reservations now!

STATION House
318 W. Main • 555-4828

Headline Decorative Headings & Alphabets, Vol 4

Complete her look with the perfect jewelry, hat, scarf, or hair accessory from our large collection.

Annalee Accessories
Westlake Plaza • 555-3290

is for the many gifts she gives. Now is your chance to give something back.

Pamper her with a gift of beauty. Our specialized treatments are sure to make her look and feel great!

Facial	**$30**
Reg. $40	
Massage	**$35**
Reg. $45	
Manicure	**$25**
Reg. $30	
Pedicure	**$20**
Reg. $25	

BEAUTY WORKS
842 N. Main • 555-4636

Give her the gift that's in good taste – gourmet coffee

Amaretto $7.99/lb.
Hazelnut $6.99/lb.
Irish Creme $8.99/lb.

Come visit our 230 N. Fifth St. location today!

The Ground Gourmet

Look inside for more specials from area merchants

We'll do the dishes

*When you're too tired to cook, order our Cheesy Pleaser Special. Get a large three-cheese pizza and a liter of soda for only **$10.99**!*

Pizza Express
555-7810

We're CUTTING through PRICES

Healthi-One Dinners *9 oz. pkg.* **2/$5**

Frozen Orange Juice *12 oz. can* **79¢**

Soft & Crisp Bagels *Asst. 19 oz.* **$1.89**

Antonio Frozen Pizza *Asst. 36 oz.* **$4.59**

Fresh Red Grapefruit *5 lb. bag* **$1.99**

COUNTRY MARKET
3481 Calico Lane • Open 24 hours

Flights of Fancy

Find unique gifts from around the world at affordable prices!

Teak Jewelry Boxes. . . $16.99
Intricate hand carving and inlays make each of these boxes beautiful.

Sandalwood Fans. $7.99
These fans look lovely and perfume the air with the scent of sandalwood.

Wicker Bird Cages . . . $24.99
Bring an exotic flare to any room with these exquisitely crafted cages. Your choice of four styles.

Brass Planters $32.99
Give your plants a touch of class. Your choice of styles and shapes.

PRESCOTT IMPORTS
125 Lake Ave.

Headline Jan. 94 Print Media Service

Hurry! This sale ends Saturday!

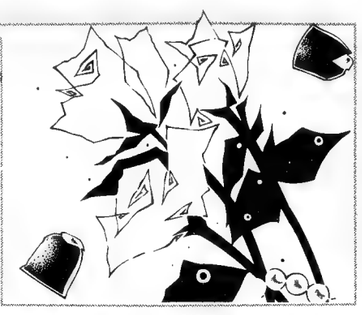
Oh, Baby WHAT A SALE

25% off

All Lil' Toddlerz children's wear!

TedEBear
Southtown Plaza • Open daily 9 – 8

Watch for the Mother's Day Gift Guide in the Sunday, May 7th, issue of The Herald Times.



Come look at this!

See how affordable country living can be. Bring the family to our

GIANT OPEN HOUSE

this Sunday from 10 to 5 at our new Lake Crest Subdivision. Sign up for free door prizes!

Anderson & Co. · 555-6729

SOPHISTICATED

Timeless, classic fashions can be yours at spectacular savings of 15% to 40% during our Spring Preview Sale. Save on fashions from designers like Mark Jovin, Arabesque, Liza Wycker, and Antonia through this Saturday.

Fabulous Fashions

4519 S. Willoway
Open Mon.–Sat. 9–9

LET US DO YOUR DIRTY WORK

Tidy Maids *Quick, clean, & efficient!* **555-4636**

Just for MOM

EXTRA! EXTRA!

Monday–Thursday, rent a movie and get an extra day's rental

FREE

Ventura Videos
3449 S. Vine • 555-9620

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Two-Piece Jogging Suits $39.99

HoldzAll Tackle Box $33.99

Rydings Bike Pants $24.99

Kickit Track Shoes $55.99

Aces Tennis Racket $34.99

Athletze Jackets $49.99

YOU'LL BE HOOKED ON OUR PRICES!

We've got quality equipment at below retail prices – no matter what kind of sport you're into.

• Skiing • Fishing • Soccer • Running
• Weight Lifting • Camping • Skating
• Biking • Tennis • Swimming • Volleyball

Athletic Mart

4131 Towanda Avenue • Open M–F 9–9, S–S 9–5

Burst Aug 94 Clipper

Headline May 90 Print Media Service

2 for 1 Sale

Open M–F 9–8, Sat. 8–9, Sun. 11–7

DOUBLE-DAY MONDAY

is an excellent way to start off on the right foot every week!

Rent one movie, laser disc, or Veda or Pinbendo game cartridge, and get a second rental absolutely free!

Rent lots of great movies for only **99¢** Excludes new releases

"Your Neighborhood Video Store"

Metra Video

1611 Main • 555-3426

BIG dreams

Why work in a dead-end job when you can work in a friendly, professional atmosphere with fantastic benefits? Whether you're looking for a part-time job, or full-time career, you'll love working where your talents are appreciated and utilized.

Now Hiring

- Full-Time • Benefits
- Competitive Wages
- Health Care Package
- Employee Discounts

Call 555-3600 for details.

Mr. Handy

Hardware Store • 1518 Bean Pkwy.

Headline July 92 Print Media Service

SUMMERTIME FAVORITES

Stock up on these great bargains now so you can enjoy them all summer long!

Paper Plates 100-ct. pkg.	$1.99	Paint Pens Limit 2	$2.29
Can Coolers Choice of colors	$1.49	Hot Glue Sticks 8-pack	$3.99
Plastic Cups 8 oz., 50-ct. pkg.	$1.89	Picnic Basket Woven, w/lid	$9.39
Fridgi Ice Pack Reusable	$3.69	Votives 8-pack	$4.79
		Needles 10-ct. ass't.	$1.99
		Hat Boxes Six colors	$7.79
		Box Fan 10-in.	$9.99
		Beads 100-ct. ass't.	$3.99
		Stick Pins 100-ct. pkg.	$1.99

Check out our everyday low prices on a large selection of quality craft and sewing supplies.

These bargains won't last forever, so be sure to shop early for the best selection. This sale ends Saturday.

Vogler Variety

411 S. Main • Mon.–Sat. 9–9, Sun. 10–5

Free parking behind store

Burst Aug. 89 Clipper "Everything Reduced!" June 91 Print Media Service

Reel In A Great Deal!

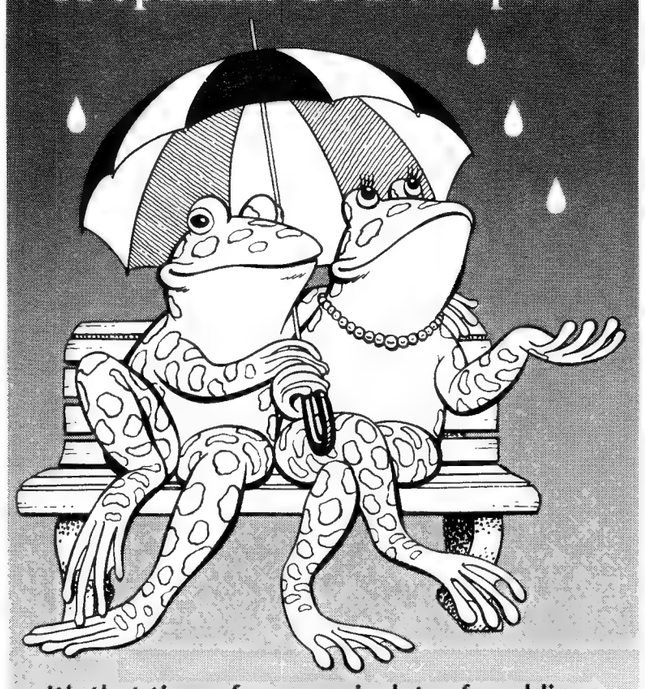
EVERYTHING Reduced! thru Saturday!

Dishwasher Cleanrite Model J-14	$479	Microwave CookzAll Model Z-14	$209
Washer Scrubee Model QE-2	$583	Color TV Playzar 23-in. Model T-29	$449
Dryer Scrubee Model QE-3	$479	Refrigerator ChillRite Model UB-40	$779

On-the-spot financing available to qualified buyers!

Open M–S 9–9 **Kahler Appliance** Kochi Plaza

A Sprinkle Or Downpour?



It's that time of year again–lots of weddings and graduations. Whether you've got one or twenty to attend, we've got lots of great cards and gifts for every occasion!

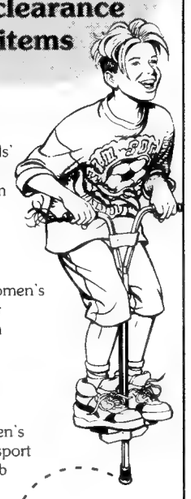
Hallwalk Cards and Gifts

Wilshire Square M–S 8–8, Sun. 10–5

HOP TO IT

Jump at the chance for super savings!

Take an extra **20% OFF** all clearance items



10% off selected kids' clothing and outerwear from Dunmar

30% off selected women's casual summer separates from Molly Malone

15% off selected men's 100% cotton sport shirts from Rob Rendell

Bergan Sax

Open M–F 10–9, S–S 9–9

Banner and headline June 91 Print Media Service

WEEKEND SALE

Super savings this Saturday and Sunday!

Begonias (flat)	$7.29
Petunias (flat)	$6.39
Violas (flat)	$6.99
Vinca (flat)	$5.59

Deauville Greenhouse

110 Frye Rd. M–S 10–7

Banners, border, and headline May 94 Print Media Service

GRAND OPENING

FirstWarn Fire Detector Battery operated $9.88

NOBODY Beats Our Prices!

EcoClay Pots 6-in. round $4.99

TechCraft Band Saw Model XJ-65 $59.88

BRAND Name Tools

Step Ladder 10 ft. metal $34.99

ToolTyme Wrench Set 12-piece $14.88

QUALITY Plumbing Supplies

LARGEST Selection In Town

ADE Paint Latex Interior 1 gallon $9.88

QUALITY Garden Center

Kelso Faucet Model S-294 $22.99

PAINT, Flooring, & Carpet

QUALITY Electrical Supplies

Work Gloves 2-pr. pkg. $6.99

ChargeUp Battery 4-pk. AAA, C, D, 9-Volt $5.88

DELIVERY & Set-Up Available

HELPFUL, Friendly Service

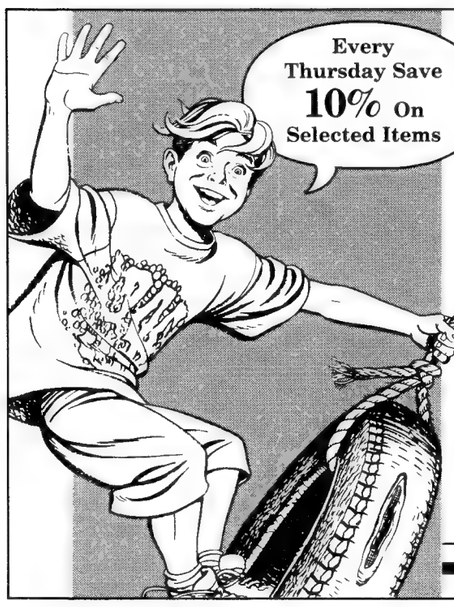
Bernard Home Center

"THE LOWEST PRICES EVERY DAY!"

NORTH LINCOLNSHIRE PLAZA

HOURS MON.–FRI. 8–9, SAT.–SUN. 8–7

Word balloon Aug 94 Clipper Headline Sept. 94 Print Media Service

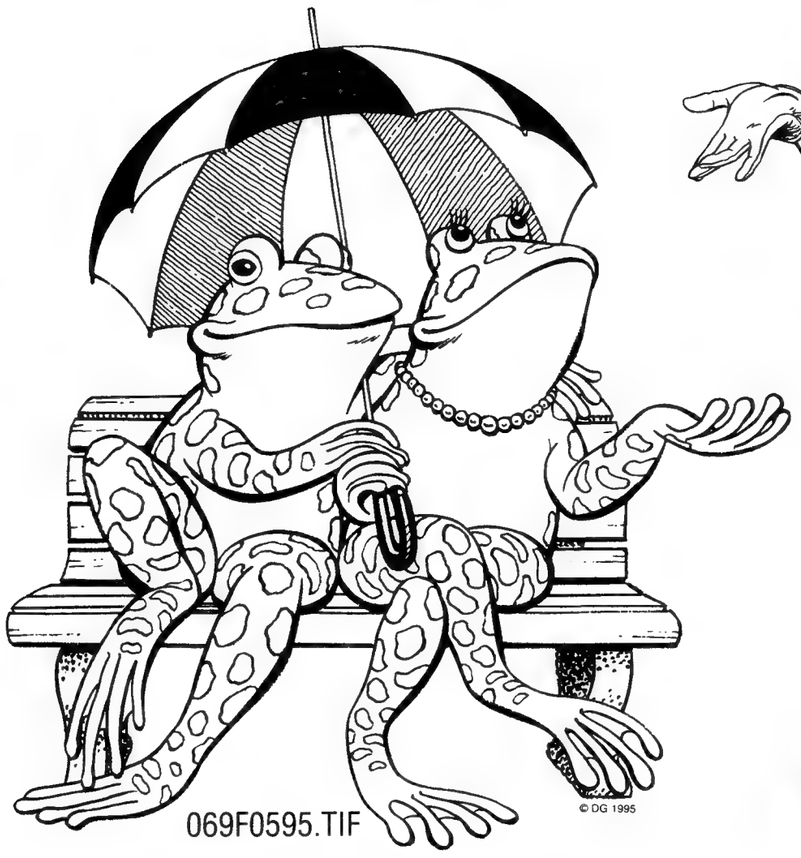


HEY! everything's on SALE!

Save **20%** on every pair of shoes in the store! Dress shoes, work boots, running shoes, casual shoes, walking shoes, and sandals are all on sale. Plus, save 10% on all leather purses and accessories.

This incredible storewide sale runs through this Saturday.

The Shoemaker Plus • 1148 Willow Pkwy.



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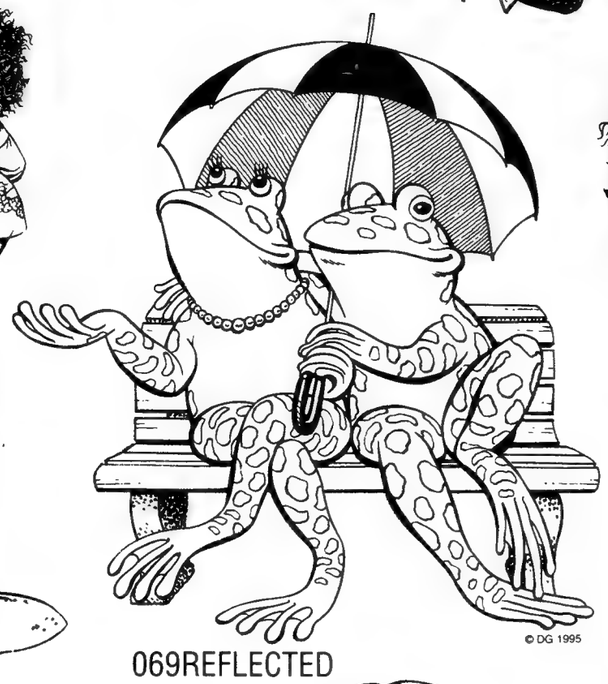

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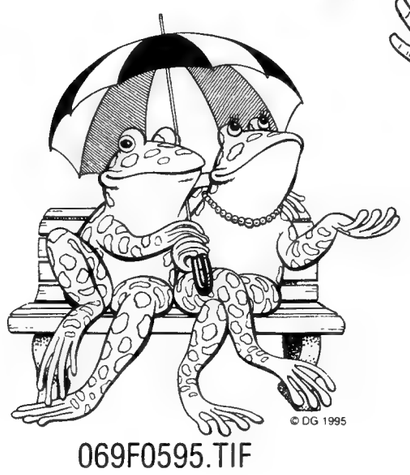

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1 Day Only!

THE RACE IS ON

To Fabulous Storewide Savings

Shop early on Saturday, May 20th, for the best selection of clothing, housewares, and more!

10%–20% off Women's Better Suits
Choose from looks by famous designers like ... Cassa...

20%–30% off Men's Summer Suits
A large selection of lig...ight suits in fabrics ...m suits

20%–40% off Selected Luxury Linens
Sheets, bla... ...forters, pillows, feather ...

You Always

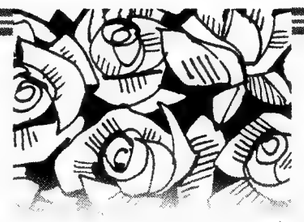
WIN

With Our Super Sale Prices

Crafts	Sewing	Toys
All Ember stitchery kits and floss	All Pogue, NuLook, and Vila patterns	All Pasbro model kits and accessories
25% off	**50% off**	**30% off**
Candy	**Cosmetics**	**Tools**
All Krocks packaged hard candies	All Lovely Lady lipsticks and blushers	All Keen Craft professional garden tools
10% off	**15% off**	**40% off**

Vidmar Variety

5908 N. Cypress • Mon.–Sat. 9–8



Summertime Specials

Get hot summer looks at cool prices with the latest fashions from the top designers. You'll find separates, dresses, suits, and shoes from Elana, Sammy Jay, and Roxana at savings of up to **20%**

Alberto's Boutique

Richmond Plaza
Mon.–Sat. 10–8

You did it! Now what?
You've graduated, and now you need some wheels. No problem! Through the end of June, present your 1995 diploma when purchasing a new, in-stock car, truck, or van, and then you'll get a **$500 Rebate**

Alegro Auto Mall
400 E. Main • 555-9322

Give yourself the gift of savings
Buy the car of your dreams thru June! An incredible selection of new cars, trucks, and vans are currently on sale. Through June 30, the manufacturer is offering an added incentive to new car buyers– a special **$500 Rebate**

Alegro Auto Mall
400 E. Main • 555-9322

It doesn't take a genius...
...to know where to find the best new car deals in town. We carry more of the cars, trucks, and vans you want at the lowest prices you'll find anywhere. We'll match any deal, and, thru June 30, you can get a special **$500 Rebate**

Alegro Auto Mall
400 E. Main • 555-9322

SOUTH OF THE BORDER SPECIALS

Celebrate Cinco De Mayo in grand style. Make your Mexican favorites like burritos, fajitas, chimichangas, tacos, and more for less with a super sale on all these items! **20% off**

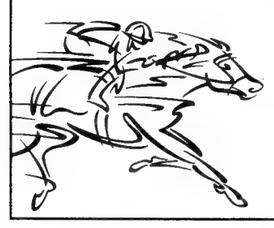
- Tortilla Chips
- Salsa
- Guacamole
- Taco Shells
- Tomatillos
- Salsa Verde
- Seasonings
- Taco Sauce
- Jalapeños
- Sour Cream

These terrific sale prices are good through Saturday.

The Market
550 Main • Open 24 hrs.

ATTENTION SENIORS...

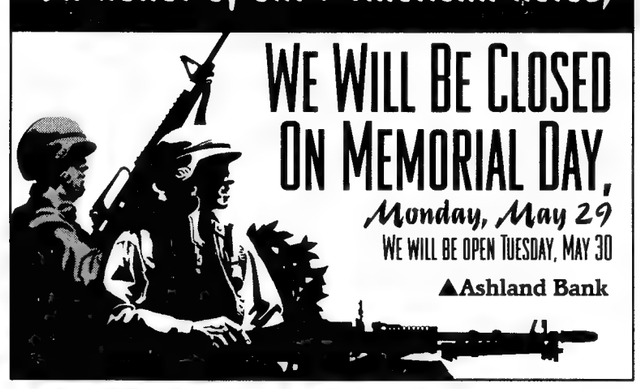
SAVE 10% EVERY TUESDAY
Seniors age 55 plus! Try a breakfast, lunch, or dinner from our large menu on Tuesdays and we'll deduct 10% from your bill. Photo ID required.



...JOIN THE WINNER'S CIRCLE
With a Winner's Circle Card, buy four meals and get one free!

Drake Restaurant
5909 N. Woods • M–S 7–9

In honor of our American heros,



WE WILL BE CLOSED ON MEMORIAL DAY,

Monday, May 29
WE WILL BE OPEN TUESDAY, MAY 30

▲Ashland Bank

Top left: Type combines with stylized art to create eye-catching ad for one-day sale. "The Race" type set in Candida, then drop shadow added. Odeon Condensed "Is On" type and art reversed out of black box.

"Surprise!" Nov. 94 Clipper

These low prices are a pleasant

SURPRISE!

Get special savings on selected items in every department throughout the store this Saturday only. Here are some of the great bargains that will be featured.

Duccio Breadmaker 8 automatic baking settings **$179.99**

Safari Jacket Canvas, choice of colors, sizes **$39.99**

Cordless Phone 10-channel, rechargeable **$84.99**

Cantin Towels 100% cotton, choice of colors **$10.99**

Tagalong Carry-On Collapsible handle, wheels **$55.99**

Dirt Buster Four-speeds, rechargeable **$35.99**

Blitz Blender Heavy duty, 12 speed settings **$39.99**

Bergan-Sax *In Oakbrook Mall* • **M–S 10–9, Sun. 11–6**

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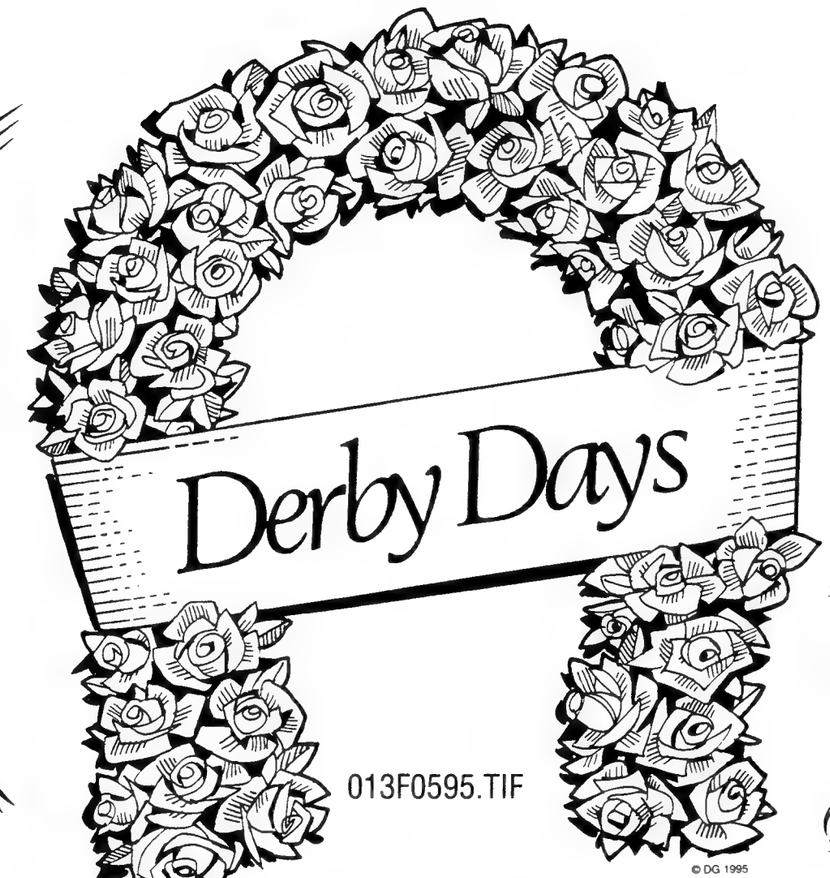

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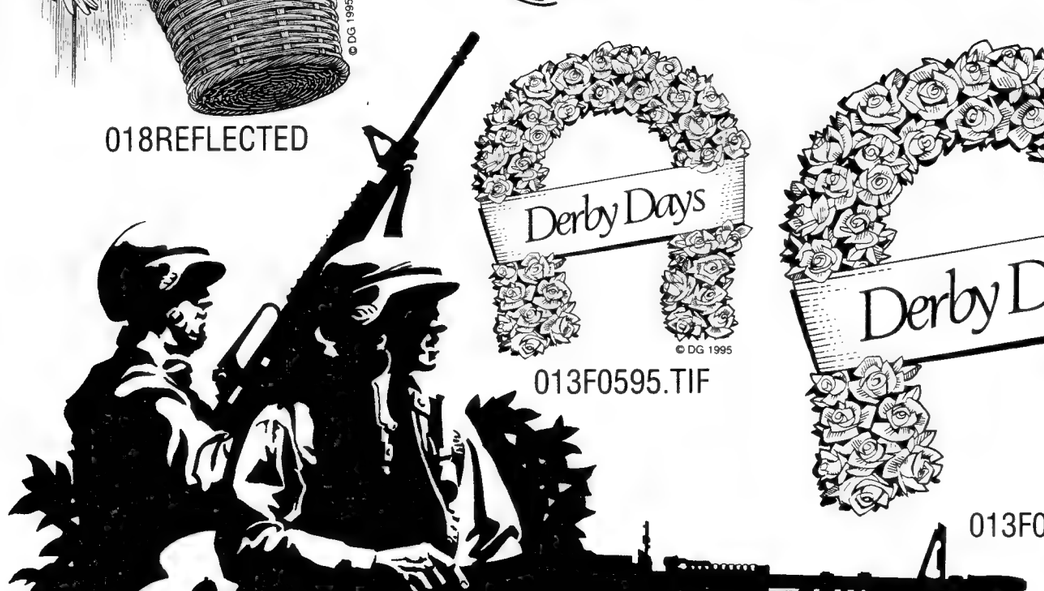

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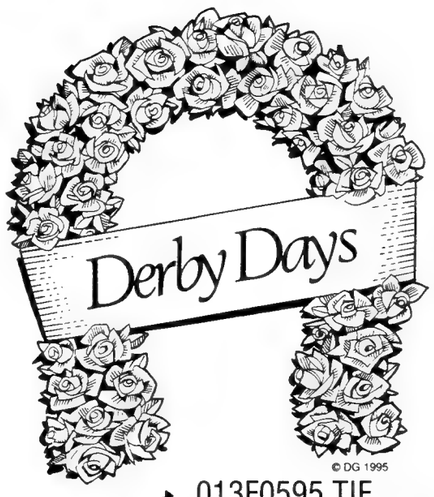

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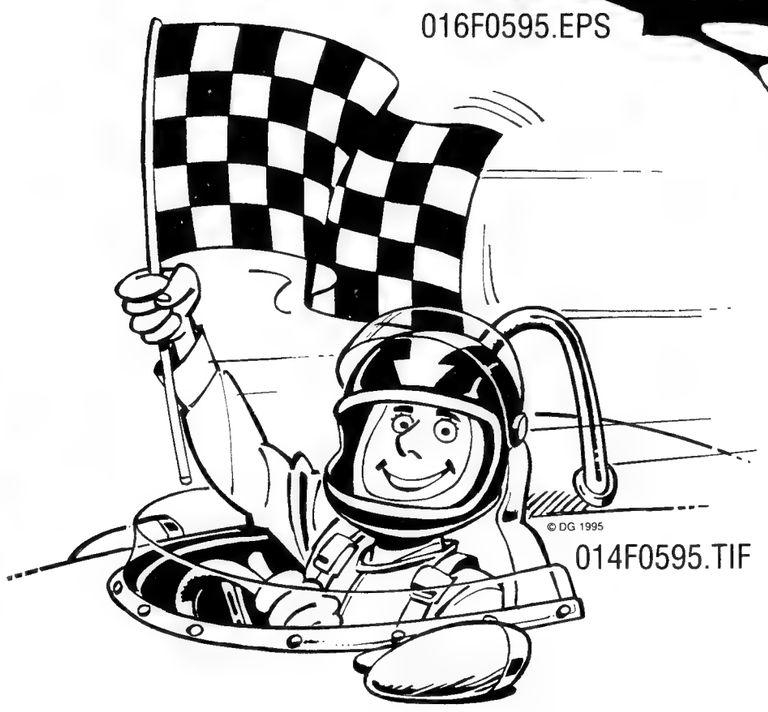

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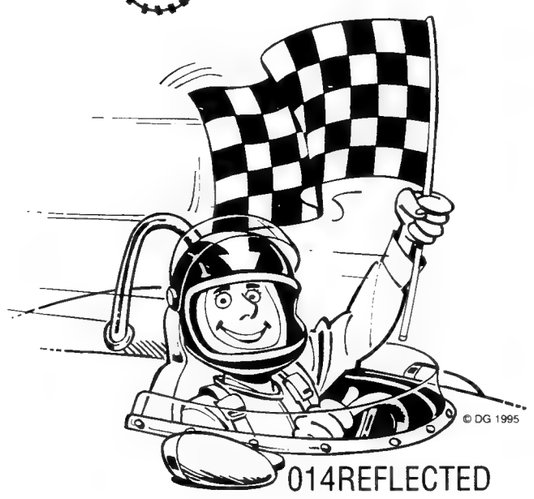

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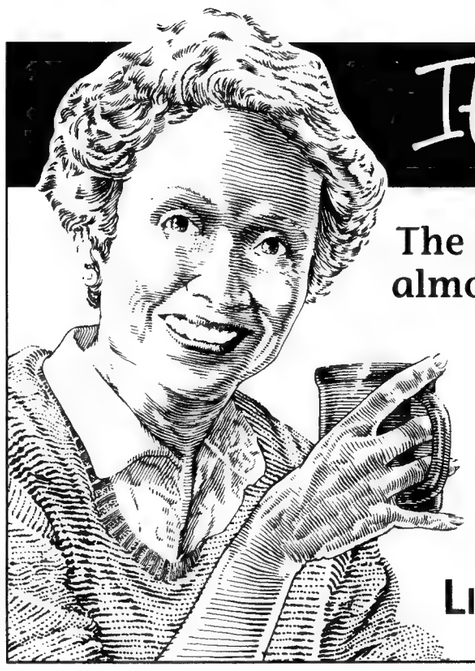
Headline Decorative Headings & Alphabets, Vol 1



It's getting late!

The spring planting season's almost over. Take advantage of these specials today!

It's time to get your garden growing with a wide variety of beautiful green and flowering plants.

24-Plant Flat of Bedding Plants $9.95

LINCOLN GARDEN CENTER
2578 N. Lincoln Ave. • Mon.–Sat. 10–7, Sun. 11–6

Headline Oct. 90 Clipper Graphic embellishments Dec. 94 Print Media Service

Brrreak Away!

Tired of the same old routine? Then it's time to take a trip!

Charter tour packages make travel more affordable than ever before. Whether you want to get away for a weekend or a few weeks, we offer a wide variety of tour packages to suit every interest. Here are just some of the tours we offer:

• Outlet Shopping Trips • Dinner Theater Trips • Sporting Event Trips
• Fall Foliage Tours • Historic Sites And Homes Tours • Special Group Charters

Washington Charter Coach Tours
2934 South Liberty Parkway • Phone 555-TRIP or 1-800-555-8323

Get Good Health The Natural Way

HORIZON HEALTHFOODS
8372 South Kedzier • M–S 10–6

Start Your Day Off Right With The Daily Journal! Phone 555-9090 for Home Delivery.

Headline Sept. 91 Print Media Service

AVERY Special Sale

Spruce up your home and save at our Super Spring Clearance Sale

Through this Saturday, save up to 70% on furnishings and floor coverings by famous-name makers like Hammersmith, Dunhill, Troybilt, and Spalding. Shop early for the best selection!

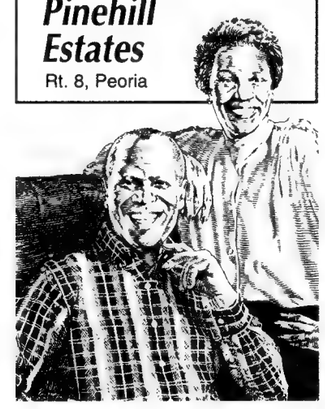
Rowen Family Furniture
2409 South Chance • Mon.–Sat. 10–8, Sun. 11–6 • Free Parking

Headline Decorative Headings & Alphabets, Vol. 4

If you have a taste for the finer things...

...then you belong here. These luxury condos offer many amenities in a beautiful country setting. Visit our display unit. It's open daily from 10 a.m. to 6 p.m.

Pinehill Estates
Rt. 8, Peoria



Headline Decorative Headings & Alphabets, Vol. 3

Sweetheart Sale

Show that special person how much you care with a beautiful bouquet of flowers

Flowers are a great way to say "I love you!" Through May 31, 1995, pick up our special Sweetheart Bouquet in a vase for only $9.99!

The Flower House
1242 West Wheatley • Phone 555-ROSE

Headline Aug 89 Clipper

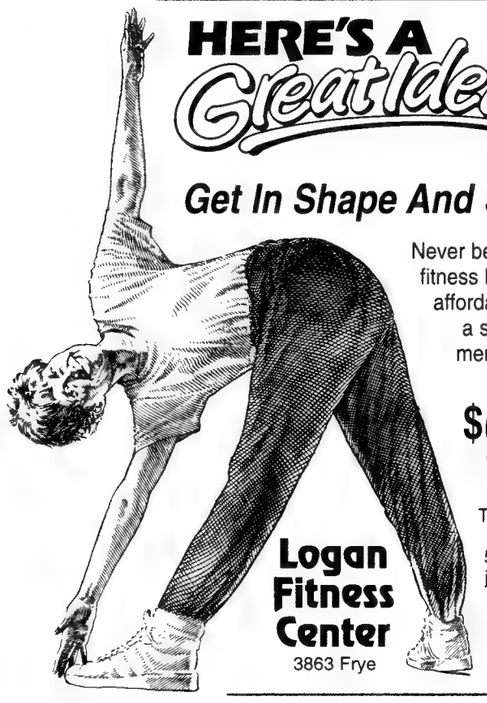
HERE'S A Great Idea!

Get In Shape And Save

Never before has fitness been this affordable! Get a six-month membership for only **$99**

This special offer ends 5/31/95. To join, phone 555-9353 today.

Logan Fitness Center
3863 Frye



Headline May 92 Print Media Service

The Best Years

Take good care of your health and save money with our Two-For-One Vitamin Sale!

Stock up on the entire line of HealthPlus All-Natural Vitamin and Mineral Supplements. Healthplus uses no artificial colors or preservatives in their supplements.This sale ends Saturday.

• Stress Formula Multi Vitamin
• Beta Carotene • Vitamin D
• Vitamin B Super Complex
• Multi Vitamin With Iron
• Vitamin A • Vitamin C

Vidmar Variety
3573 Monroe • Mon.–Sat. 9–9

Headline Decorative Headings & Alphabets, Vol. 1

CLIP & SAVE!

Save 20% On Your Next New Pattern Purchase With This Coupon

IT'S SEW SIMPLE
479 Illinois

Headline Decorative Headings & Alphabets, Vol. 3

HERE'S A HOT TIP!

Start The Day With 50% Off Our Super Senior Breakfast Special

Eggs, Pancakes or French Toast, Bacon or Sausage

One per person age 55 or over. ID required. **$1.99**

The Coffee Shop
639 Frye • M–S 7 a.m.–8 p.m.

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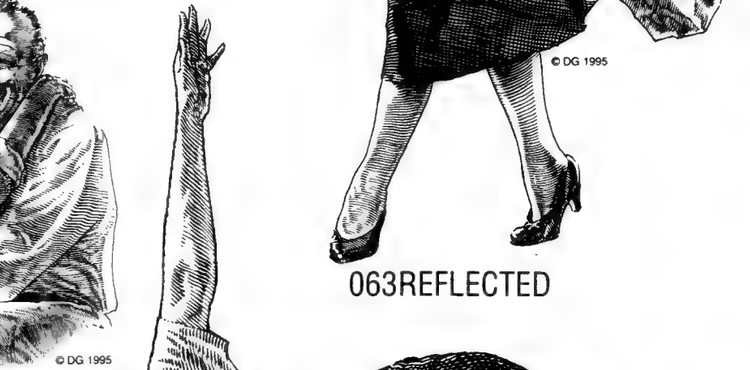

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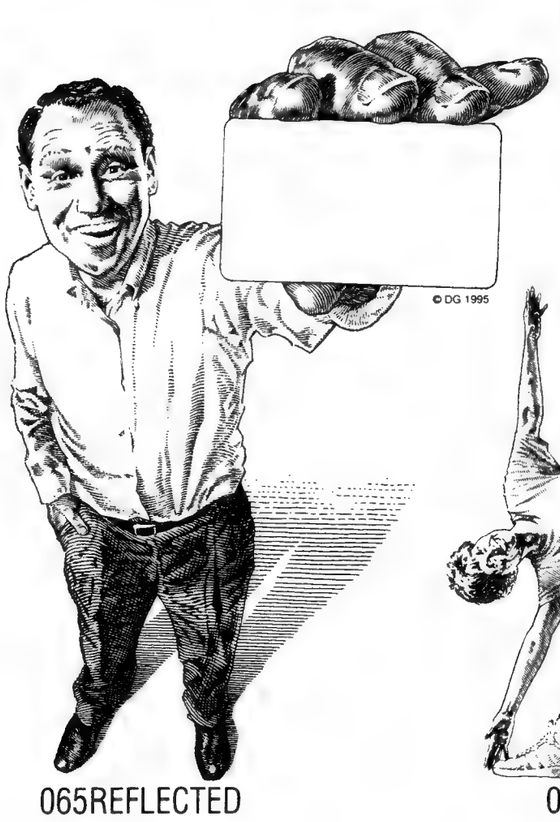

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Note: Numbers identify images for Electronic PMS subscribers.

WOW!

$10 Haircut Special During The Month Of May!
Includes shampoo, haircut, and blow dry styling.

Get A New Look For Summer

Let us help you look your very best this season with a hairstyle designed to fit your look and your lifestyle.

Shear Sensation Salon 2000 N. Knoxville • 555-3400

It's The Talk Of The Town

25% OFF

Selected Items
Saturday, May 27

DON'T MISS OUT!

- Carol's Closet • Dart & Billiard Supplies
- Karma Health Food • Wellstone Bookstore
- Bloomington's • Ochre Sporting Goods
- Winston Jewelers • Your Family Shoe Store
- Antiques & Uniques • Dino Formal Wear

Hadley Village Plaza 611 Morris Mon.–Fri. 9–9, Sat. 9–6

Headline June 93 Print Media Service

Buy A New, In-Stock Car, Truck, Or Van During The Month Of May And Get A **$750 Rebate!**

Harrison Auto Plaza
445 N. Winchester • Open Mon.–Sat. 9–9

Incredible 12-Hour SALE!

Up to **30% OFF**
FRIDAY, MAY 12 • 9 to 9
• Blouses • Skirts • Pants • Jeans
• Separates • Jackets • Tops • Dresses
• Shoes • Jewelry • Accessories

The Boutique
1290 N. Prospect • 555-3400

Flames Jan. 94 Print Media Service

HOT Deals

On The Hot Brands You Want!
Save 30%
On All In-Stock Stereos
THRU THIS SATURDAY
TRENT ELECTRONICS
5694 Lake Ave. • Open M–S 10–9

"PSSSST" May 94 Print Media Service

PSSSST... The Secret Is Out!

Now you can apply for loans the fast, easy way with **LOAN-BY-PHONE**. For more details, or to apply, call 1-800-555-LOAN.

Burnham Bank ♦ One Englewood Dr. 555-4859

Round-The-Clock Savings!
at BISIO FOODS
Open 24 Hours
Don't be alarmed by these super low prices!
Yen Ching Ramen Assortment 6-ct. pkg. $1.29
Homemade Bakery Doughnuts 1 dozen $3.59
Cami's New York-Style Pasta Salad 1 lb. $2.29
Mama Lee's
Bramhall

"Sale" June 93 Print Media Service

Oh No!

GOING OUT OF BUSINESS
Sale

Through May 31st,
Prices On Every Item In The Store Are Reduced
Up To 70%!

• Clothing • Outerwear • Shoes
• Accessories • Purses • Linens
• China • Small Appliances
• Housewares • Luggage
• Electronics • Cosmetics
• Foundations • Lighting

Bergan Saxx
Westleyville Mall

Don't be held UP by HIGH PRICES!

SAVINGS BLOWOUT!

Shop where you get the best selection and the best prices

Through this Saturday, save on a large selection of items in every store throughout the mall!

- Clothing & Shoes
- Housewares
- Linens & Towels
- Electronics
- Home Furnishings

Save 20%

Shop Smart–Shop Here!

GEORGETOWNE OUTLET MALL
145 Prospect Dr. • M–S 9–9

"Sidewalk Sale" Aug 93 Print Media Service

SIDEWALK Sale

This Saturday & Sunday from 9 to 5

LOTS OF BARGAINS!

Kids' Shoes	Canton Towels	Wicker Baskets
Wide selection of quality athletic & [illegible] footwear Up To $20	100% cotton bath towels in fashion colors Up To $9	Variety of sizes, shapes [illegible] Up To

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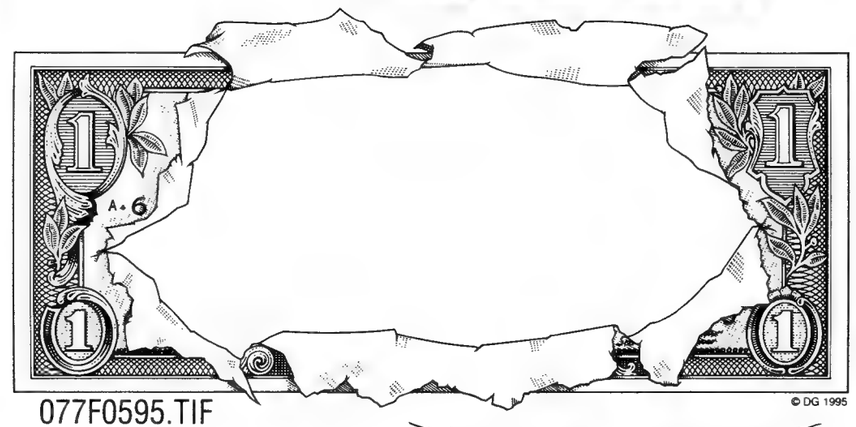

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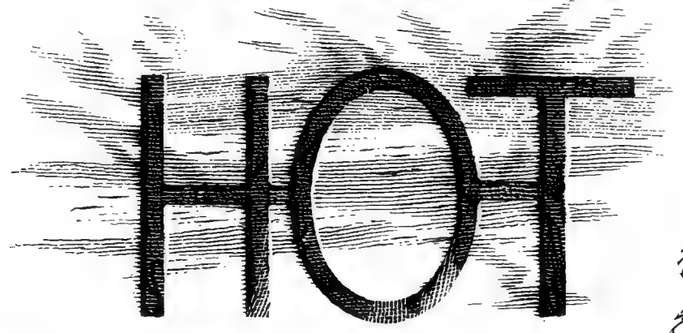

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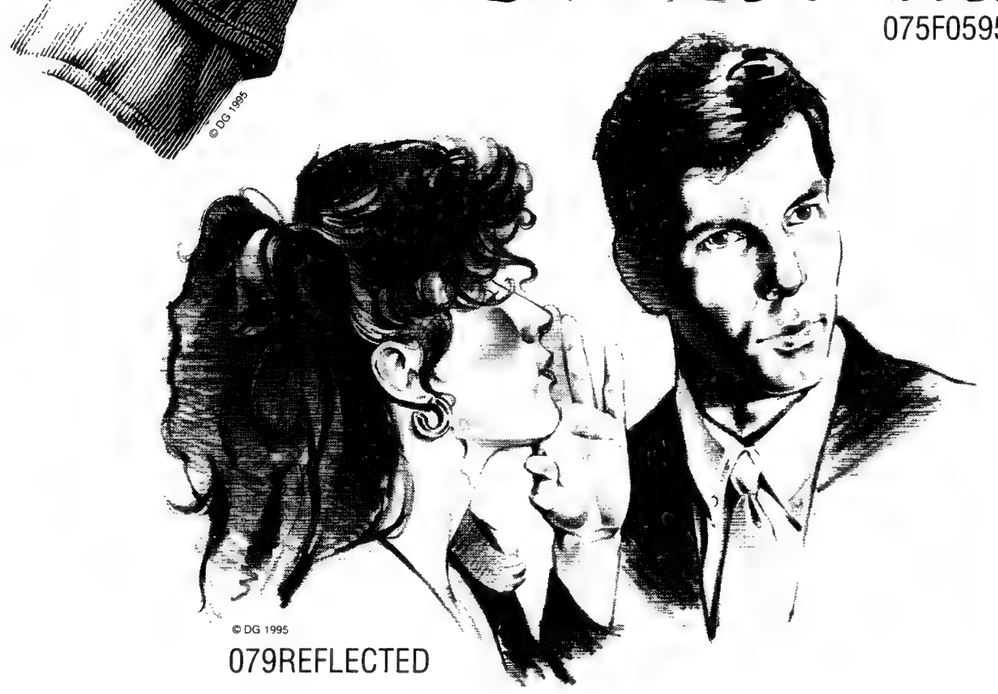

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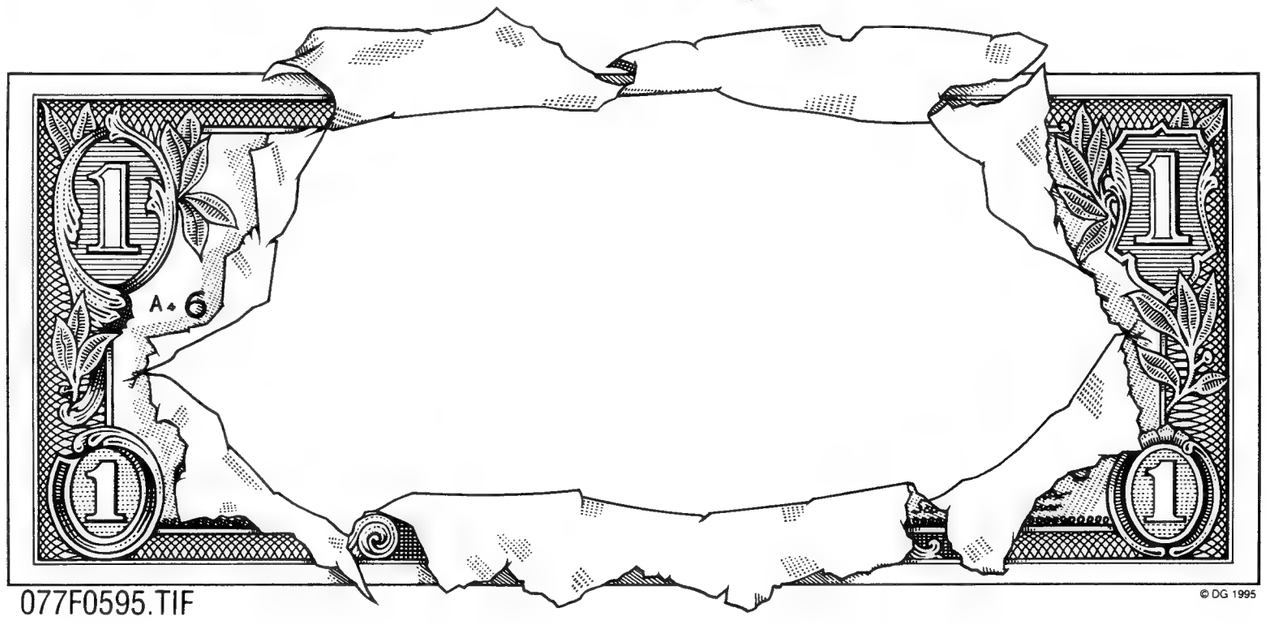

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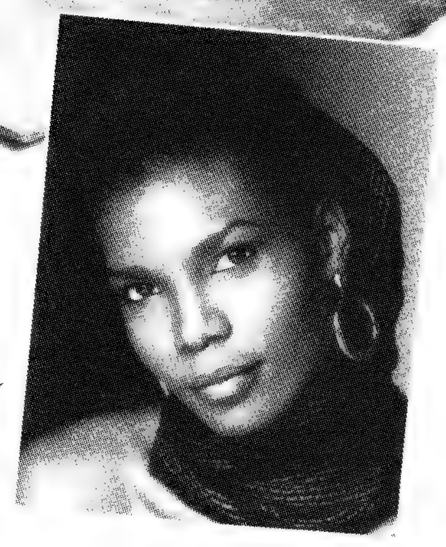
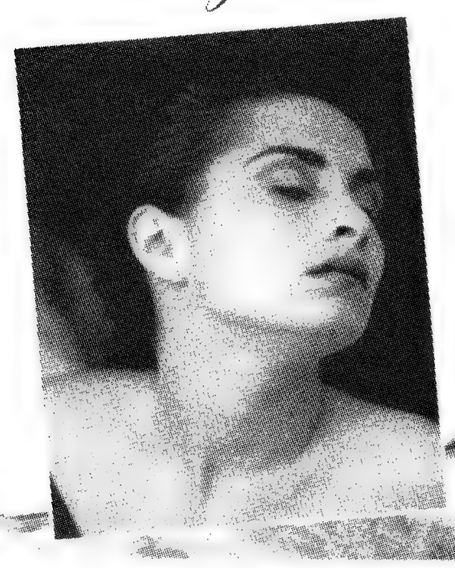
Broken marble Aug 94 Clipper Wendt Nov 93 Print Media Service



Presenting Our Classic Clothing Collection



Some things *never* go out of style — like Our Classic Clothing Collection. These coordinates feature timeless designs, elegant fabrics, and quality construction to keep them looking good now, and years from now. Come see the Classic Collection today.

Giordano Boutique
4678 North Washington Blvd.

Teddy bear Sept 93 Clipper

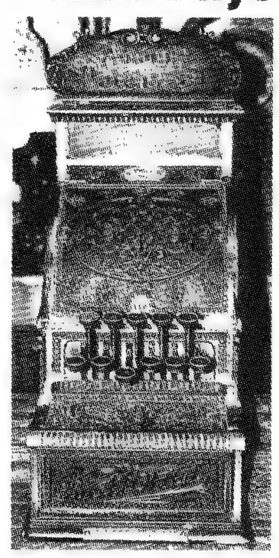
New Arrivals

Choose from the latest baby fashions and save up to 50%!

Dress your baby stylishly *and* affordably. Prices on everything from onesies to overalls, blanket sleepers to bibs are reduced thru this Saturday.

Ted E. Bear Children's Wear
218 W. Post Rd. • Mon.–Sat. 10–9, Sun. 11–6

Good Old Fashioned Dollar Days



Sunday, May 14th, thru Saturday, May 20th

For one big week only, a large selection of merchandise in every department is on sale.

Vidmar Variety
937 S. Wendt • Mon.–Sat. 10–7

Headline and Script June 93 Print Media Service

SUMMER SPECIALS

Save 25 to 50% On Selected Playclothes

Since kids want to look good, even when they're just playing, we've slashed prices on all in-stock kids' casual wear. Through this Saturday, save on selected clothing from quality, brand-name makers like:

• Bimbelman • Mish-Mosh • Playtyke • Primary Colors • Ginny T. • Swinto • Tygerz • Wear-With-All • Patrice

Something Special
6392 South Simpkins • M–S 10–9 • 555-6893

Headline Decorative Headings & Alphabets Vol. 4

Welcome to your new baby

Present this ad and save $2 on any baby product. This offer good thru 5/31/95.

Lincoln Drug Store
251 N. Lincoln • 555-2952

Headline Decorative Headings & Alphabets Vol. 4

Go where the fun never stops!

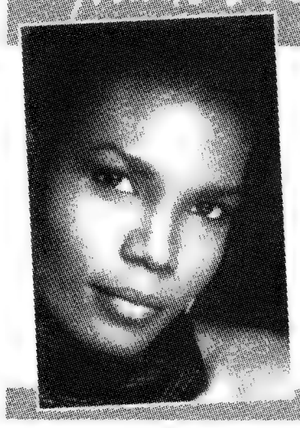
Sign up for Summer Camp by May 31 and save 25%

Your child age six thru 16 will enjoy a week of fun activities like swimming, tennis, basketball, baseball, dance, and crafts at Summer Camp. Openings are filling up fast, so sign up soon!

Washington Park District
1294 East Randhurst • 555-PARK

Headline Decorative Headings & Alphabets Vol. 4

Think about this...



...you *can* get professional eye care and quality eye wear at affordable prices when you come to the vision experts. Call today to make an appointment.

The Vision Center
7522 Waldin Ave.• 555-3400

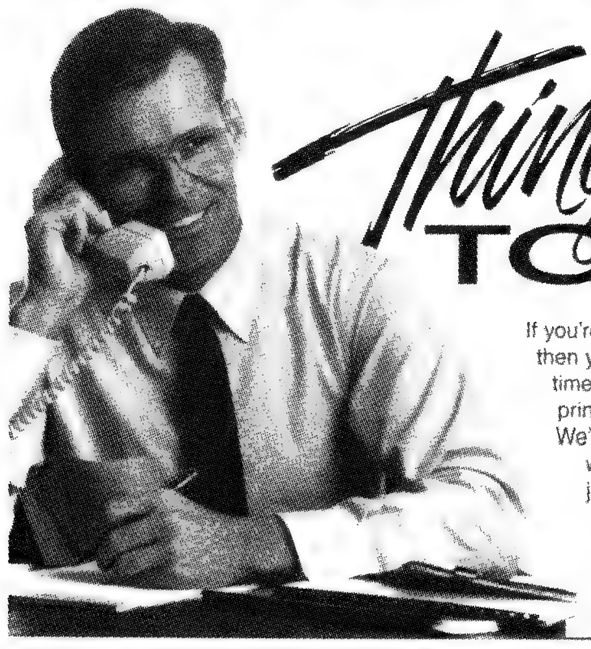
Border Apr 93 Print Media Service Headline May 94 Print Media Service

Here's to Your Success

You work hard. So you deserve to drive the car you've always wanted!

Your car makes a statement about you. Our Auto Leasing Division makes it possible for you to drive the car you want. Affordable monthly lease payments let you drive the car of your dreams and have money left over for other things. Call today. You owe it to yourself.

LINCOLN AUTO MALL
3580 West Main
Phone 555-4900



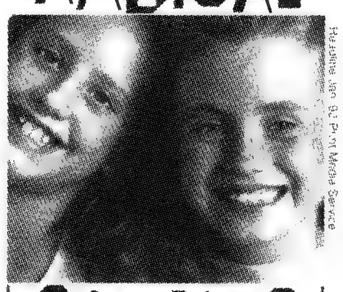
Things TO DO!

If you're like most small business owners, then you have *more* work to do and *less* time to get it done. So, why not put the printing professionals to work for you? We're open 24 hours a day, every day, with everything you need to get the job done right the first time. See us today for all your printing needs.

Prompt Printers
4910 S. Monroe St. • 555-5690

Headline Apr 90 Clipper

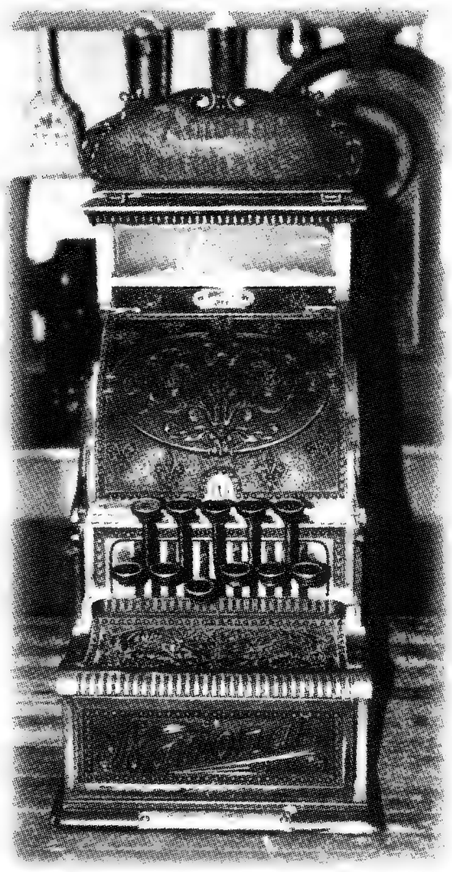
RADICAL SAVINGS



Headline Jan 93 Print Media Service

During May, kids age five thru 12 save $3 on a haircut with this coupon. One offer per person. Expires 5/31/95.

Super Haircuts
3963 Baxter • 555-4849



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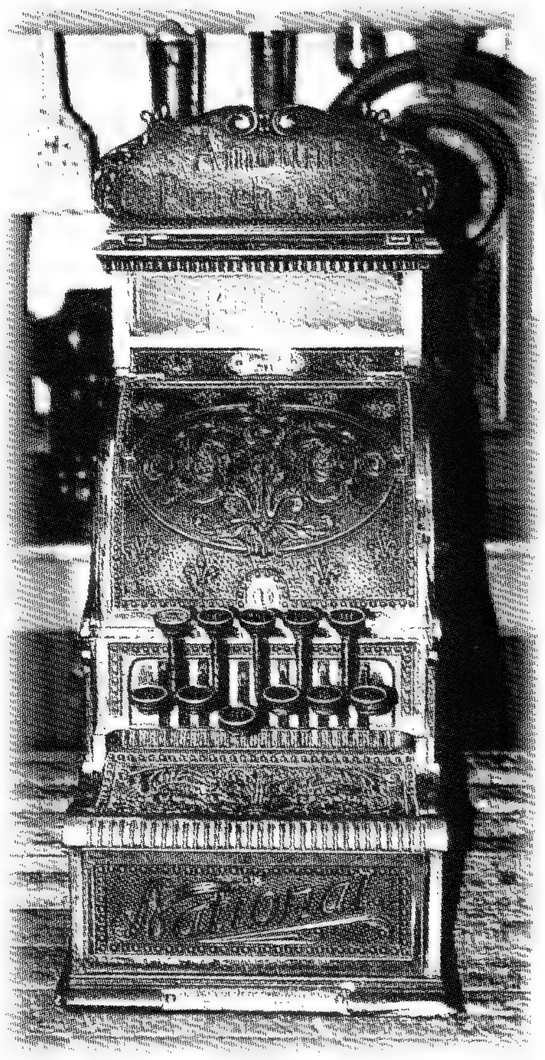
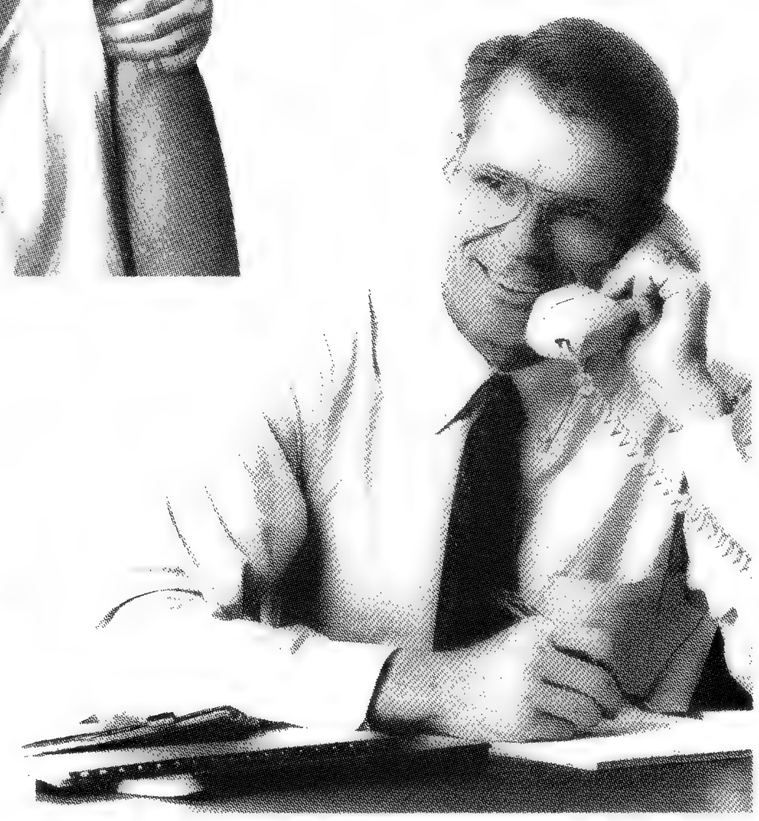


THIS ART IS
PRE-SCREENED SIMPLY
SHOOT AS LINE ART



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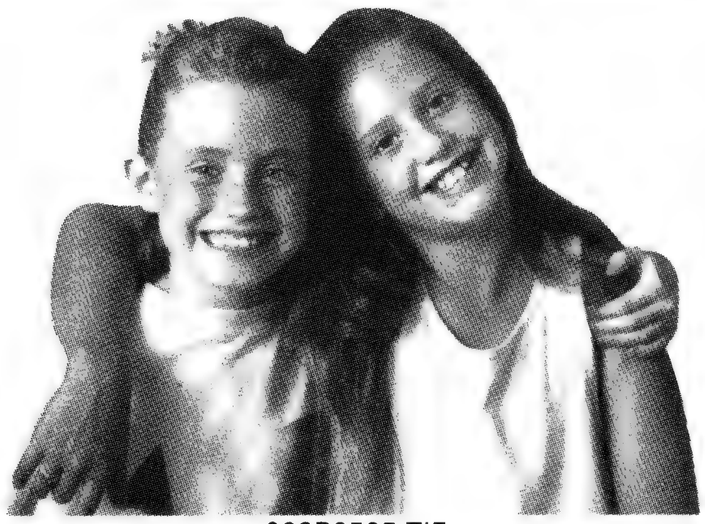

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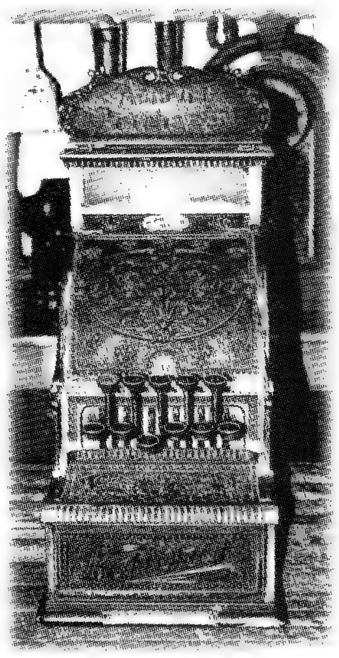

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Supplement To The Daily Journal • Sunday, May 21, 1995

In The Good Ol' Summertime

Art Shows..... p. 2
Boating..... p. 3
Camping..... p. 4
Craft Shows.. p. 2
Fairs..... p. 3
Festivals..... p. 4
Music..... p. 3

When The RACE Is On

You always cross the finish line first when you go with the printing pros. Whether you need letterheads, business cards, flyers, or brochures, we do them fast, and we do them right!

We DELIVER Fast

In the business world, time is something you can never have too much of. That's why we work hard to assure the fastest turnaround time and speediest delivery. Go with the printing pros!

Get It In RECORD Time

When your deadline is coming up fast, and you need that printing done *yesterday*, it's time to go with the printing professionals. Get printing done right the first time and get it in a hurry.

Linkos PRINTING

Full-color printing not in your budget? No problem! *Print Media Service* color separations don't have to be printed in full color. Use one of the plates to print in black or another color, or use two of the plates to create a duotone. On the example shown left, the magenta plate is printed in Pantone 158 and the cyan plate is printed in black.

"Presenting" Sept. 94 Print Media Service

Presenting...
The Fifth Annual Sidewalk Sale

This Saturday & Sunday, May 13 & 14

Check out lots of bargains from over 15 stores. Shop for your family and save this weekend only!

SAVINGS OF UP TO 75% ON clothing, linens, housewares, shoes, accessories, lingerie, and so much more!

Little Village Plaza
Rt. 89 and

DYNAMITE
INVENTORY REDUCTION SALE

ALMOST EVERYTHING IN THE STORE IS REDUCED—EXCEPT THE SELECTION!

SAVE 15% TO 60%
ON SELECTED APPLIANCES

HURRY! THIS SUPER SALE END SATURDAY

ACIE Appliances
608 Westgate Avenue
Open M–S 9–9 • Sun. 9–5

PRESENTING...
Top Forty Hits On CD Or Cassette

Take It All ..... CD $14.99/Cassette $9.99
Save The Whales ..... CD $13.99/Cassette $8.99
Pig Headed ..... CD $12.99/Cassette $7.99
Alana James ..... CD $14.99/Cassette $9.99

Open M–S 9–9 SOUNDZ-R-US 411 Vermont Ave.

IT'S A BLAST

Come enjoy the best in live comedy, good food, and fun times. Every Thursday is Amateur Night!

The Tree House Club
520 Frye

Headline July 94 Print Media Service

Burst Aug 92 Clipper

OPEN
11 a.m.–11 p.m.
Tues.–Sun.

FILL 'ER UP

Wednesday Lunch Special

Enjoy a Super Blowout Sandwich for only $4.99 tax not included

The Super Blowout features a quarter pound of sliced turkey breast, ham, or roast beef on a kaiser roll topped with your choice of Swiss, cheddar, or hot pepper cheese. Served with fries and pickle spear.

You'll never go away hungry from

CHUCK'S BAR & GRILL
SHANEBURG MALL • ROUTE 239

The Best Service In Town
Get Quality Dry Cleaning With Same-Day Service

10% OFF
Dress shirt laundering, limit 15 shirts per customer. Offer expires 5-31-95.

• Draperies
• Wedding Gowns
• Executive Shirt Service
• Suede • Leather • Alterations • Garment Storage

"Your Dry Cleaning Specialists For Over 50 Years"

Hildegarden Cleaners
Four Convenient Locations

1411 North Jefferson
618 East Monroe
6109 West Knoxville
208 Towanda Avenue

Make Your Mother's Day Special...

...With A Fabulous Gift.
Hundreds of gift suggestions inside

Bergan Saxx

BLACK PLATE

003D0595.EPS (Large Format)

004D0595.EPS (Small Format)

004P0595.TIF (Gray Scale)

COLOR PLATE

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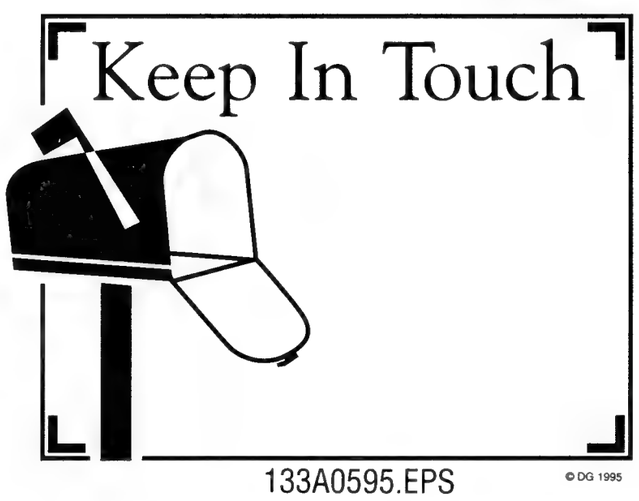
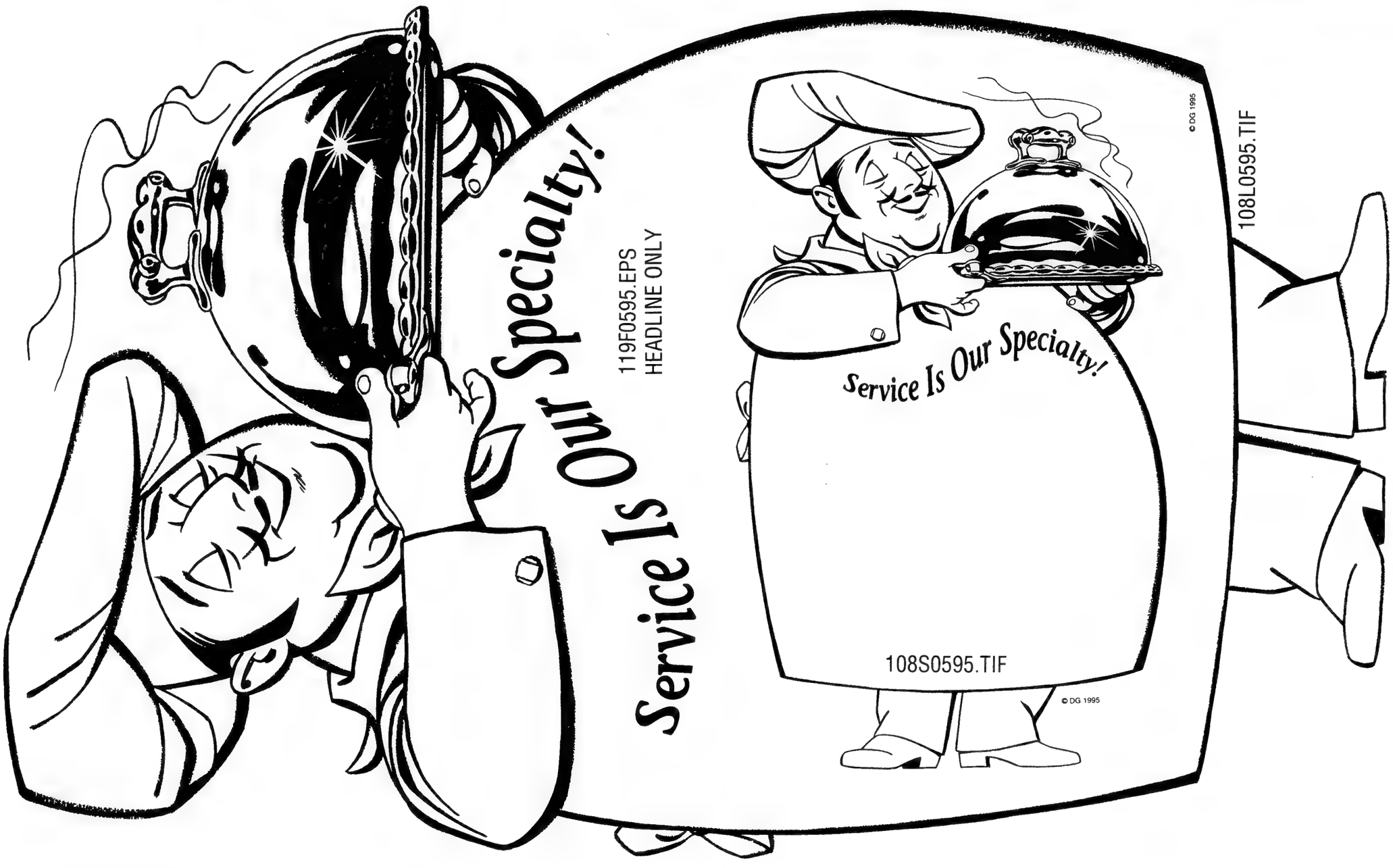
132A0595.EPS © DG 1995



133A0595.EPS © DG 1995

134A0595.EPS © DG 1995

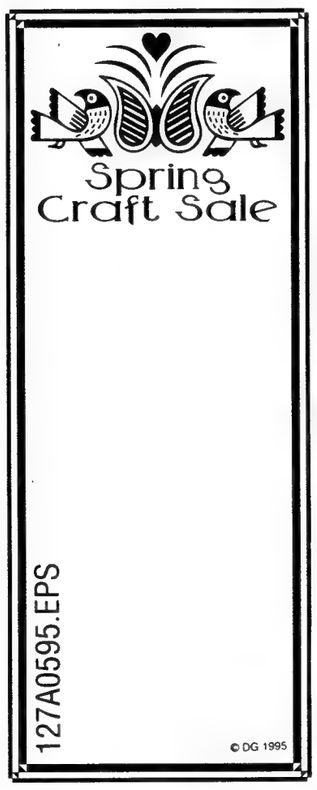
135A0595.EPS



121F0595.EPS HEADLINE ONLY

116F0595.EPS © DG 1995

112L0595.TIF © DG 1995



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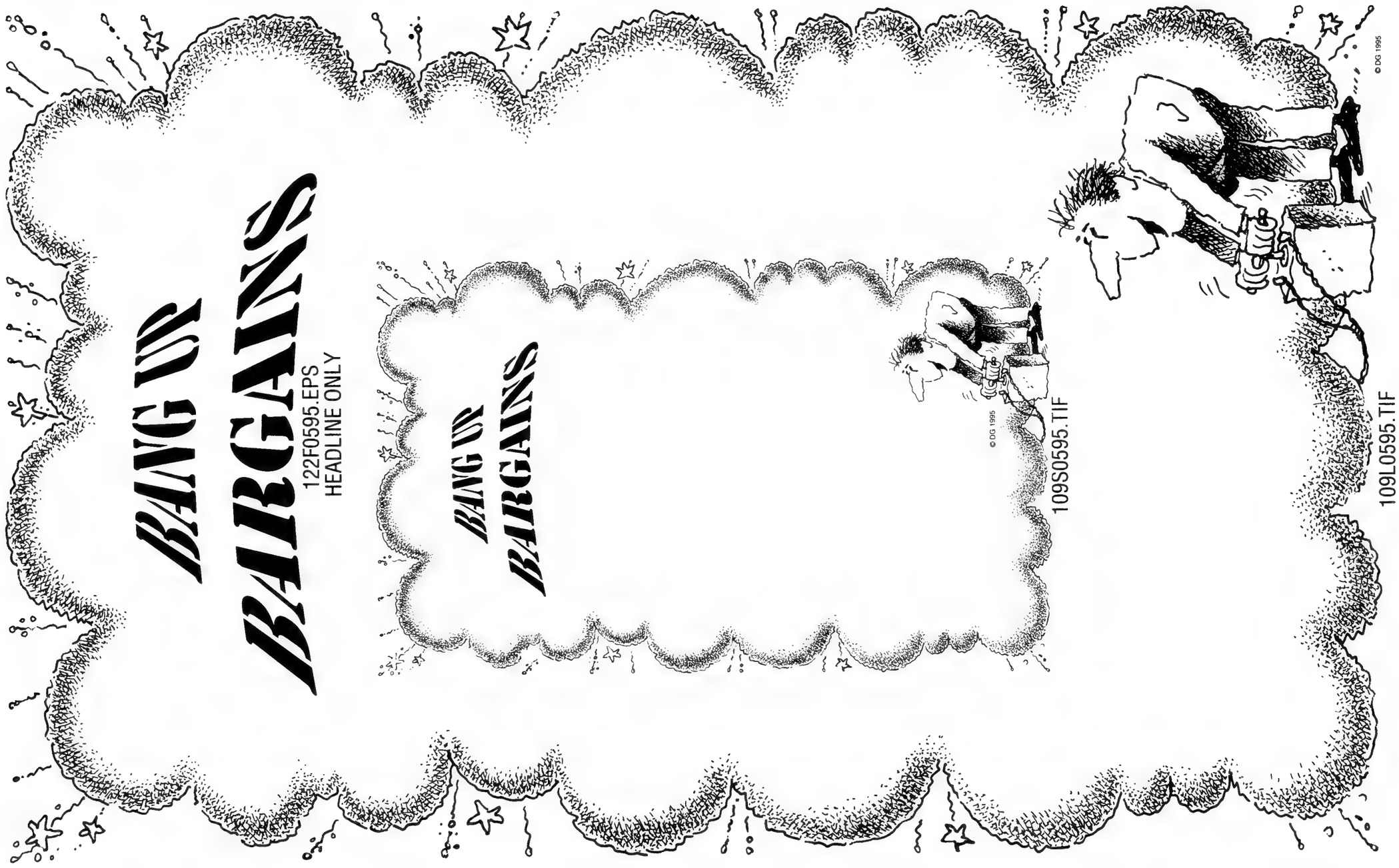
128A0595.EPS © DG 1995

123F0595.EPS HEADLINE ONLY

111G0595.EPS © DG 1995

111G0595. EPS © DG 1995

126F0595.EPS © DG 1995



122F0595.EPS
HEADLINE ONLY

109S0595.TIF © DG 1995

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CD-ROM EPMS05/95

MEMORIAL DAY
Sale
© DG 1995

124F0595.EPS HEADLINE ONLY

MEMORIAL DAY SALE
© DG 1995

125F0595.EPS HEADLINE ONLY

MEMORIAL DAY SALE

MEMORIAL DAY
Sale

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Gifts for the grad!

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BIG SAVINGS IN YOUR FUTURE!

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SAVINGS
right at your fingertips!

131A0595.EPS
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THE BASES ARE LOADED!

© DG 1995

SAVINGS • SERVICE • SELECTION

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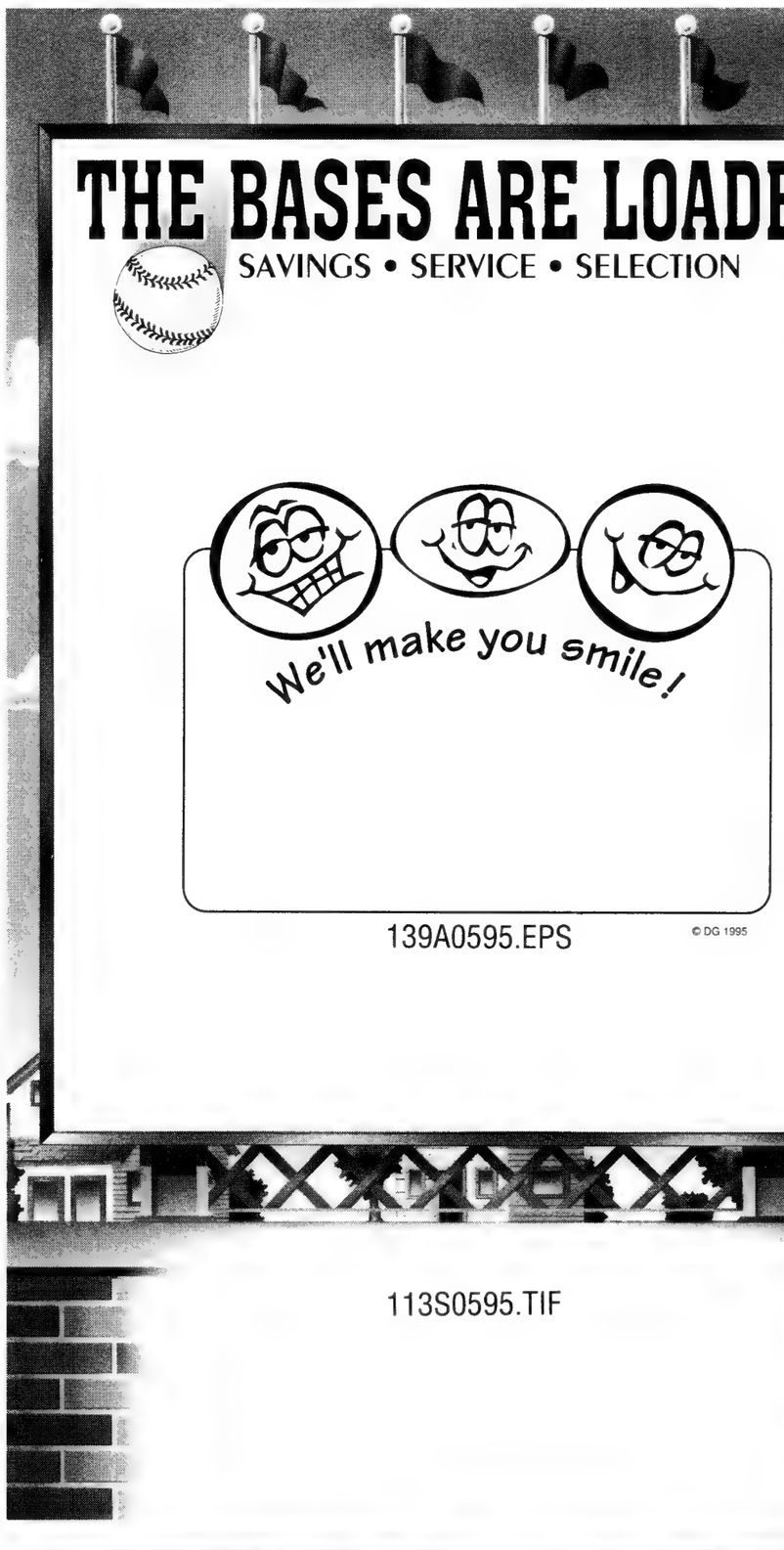

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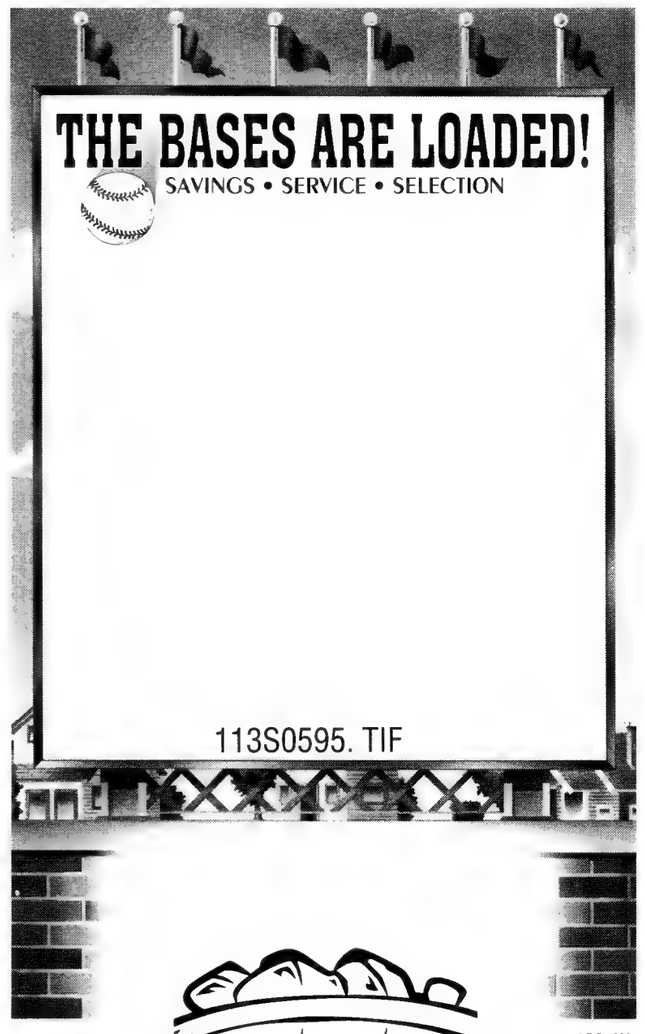

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© DG 1995

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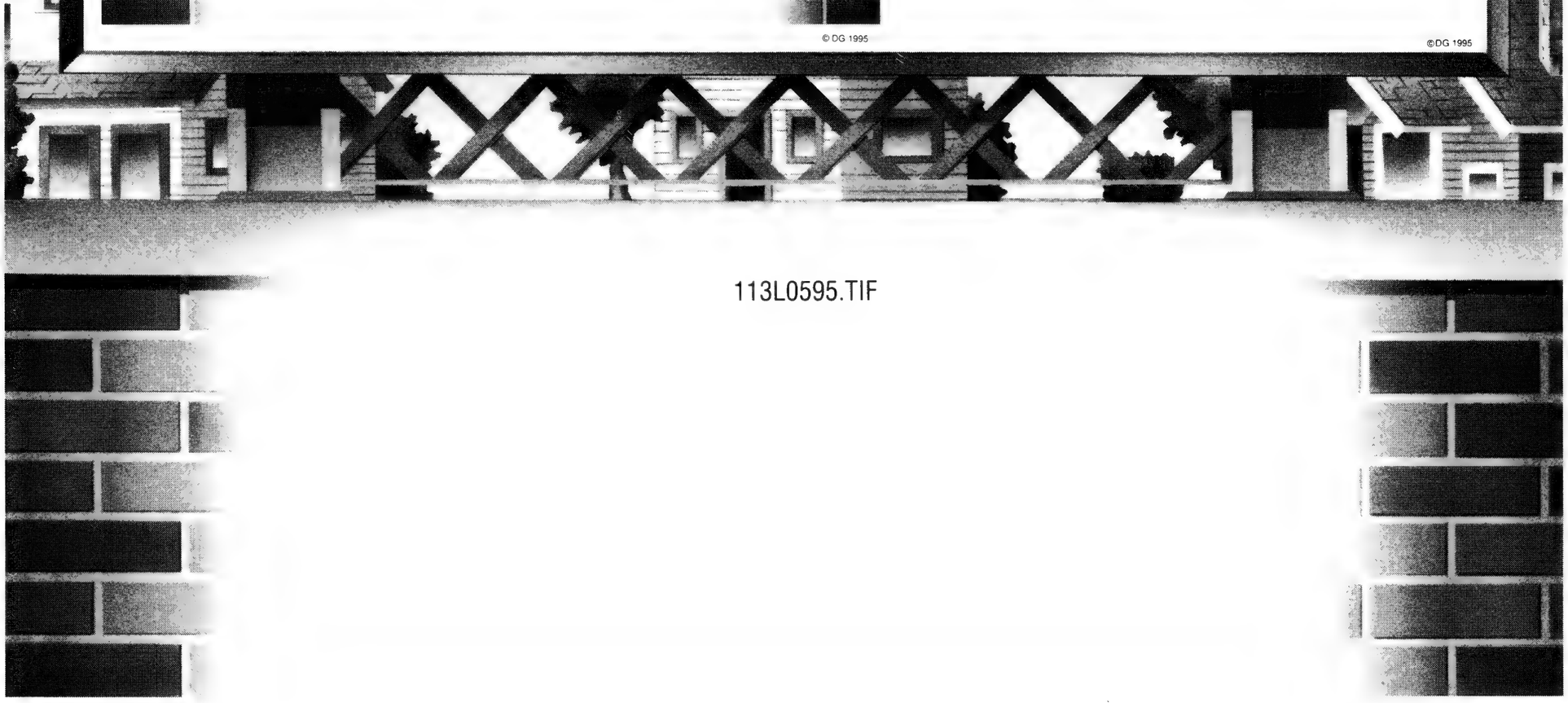


113L0595.TIF

CD-ROM EPMS05/95

SALE

136A0595.EPS © DG 1995

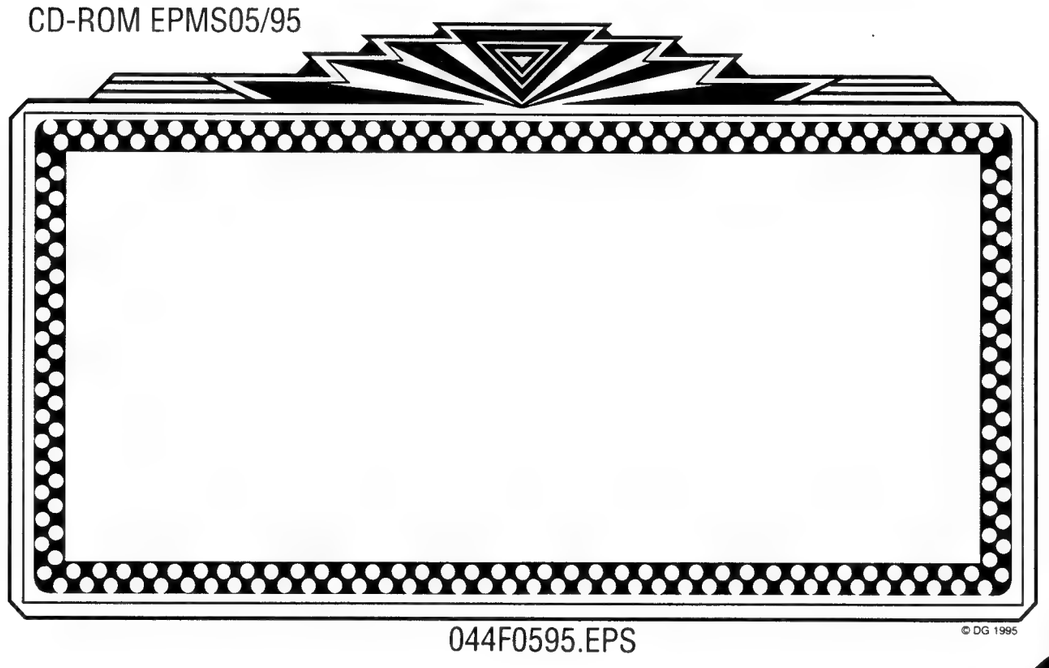
Beautify with plants!

137A0595.EPS © DG 1995

Watch the savings
GROW!

138A0595.EPS © DG 1995

CD-ROM EPMS05/95



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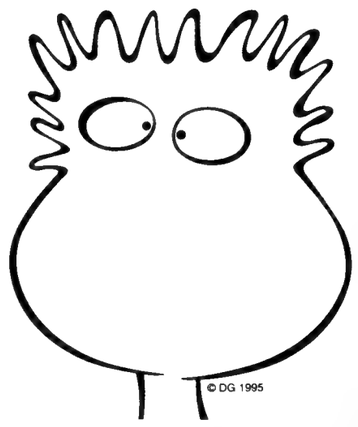

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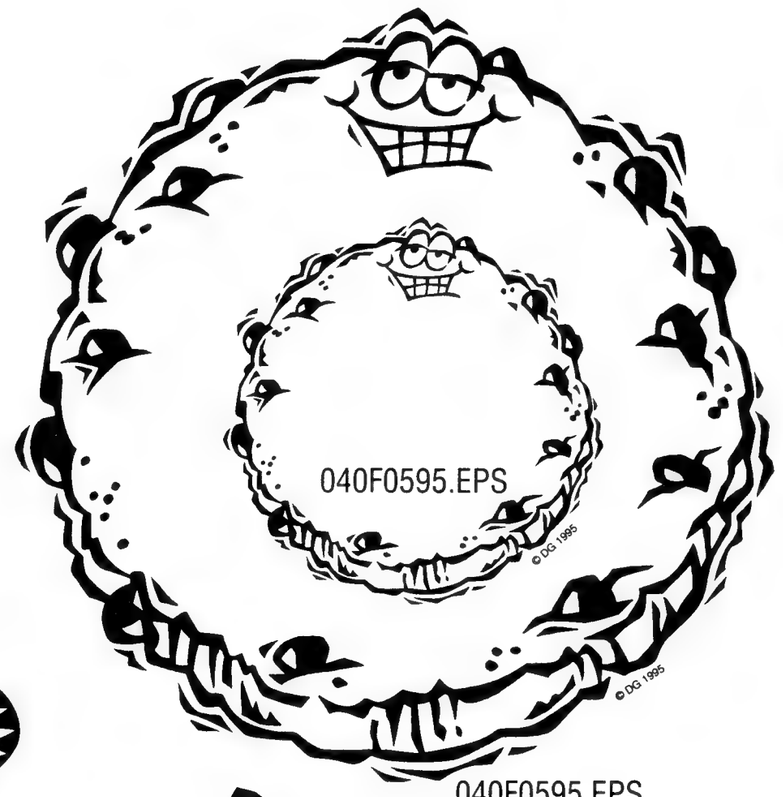

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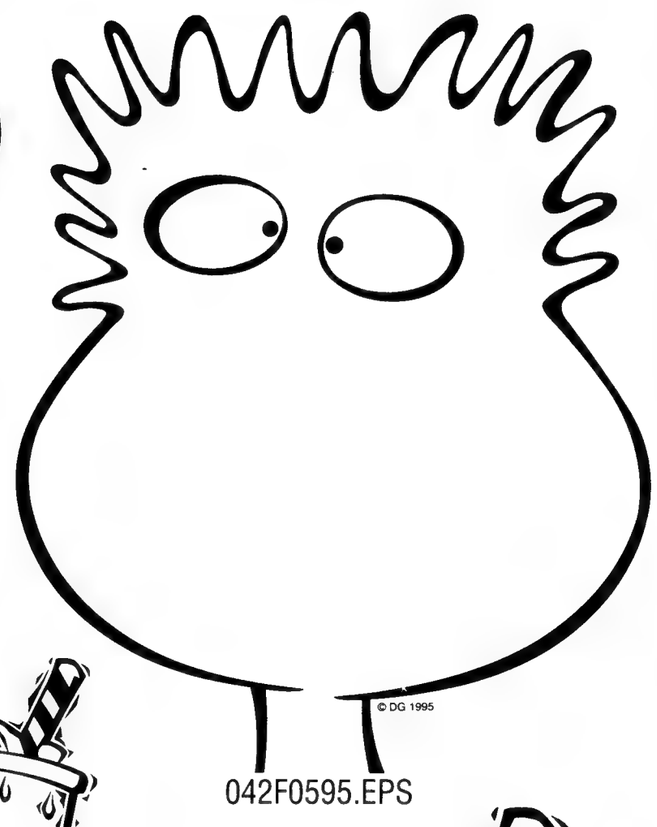

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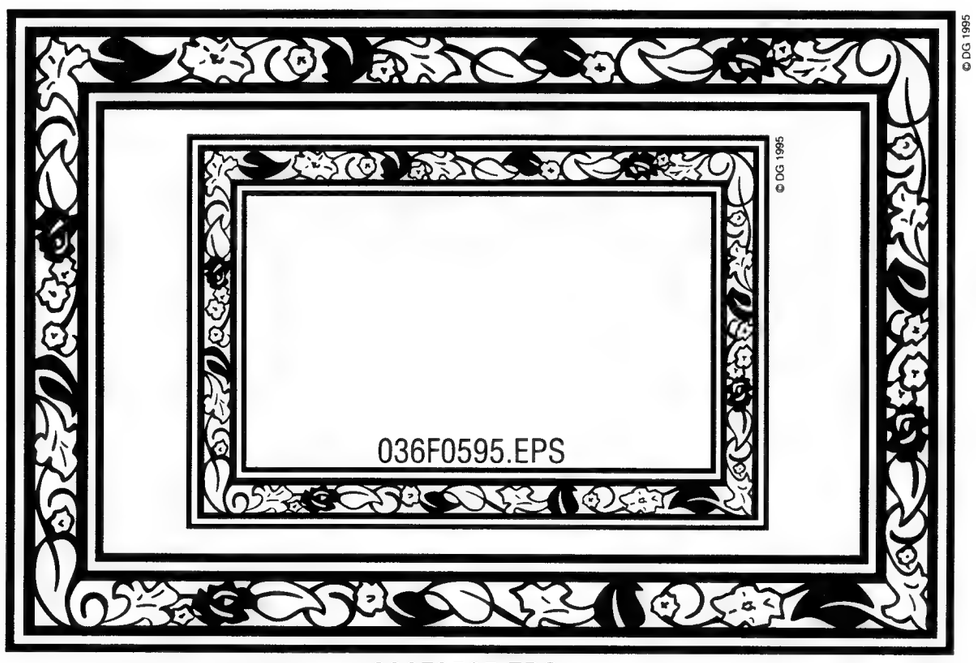

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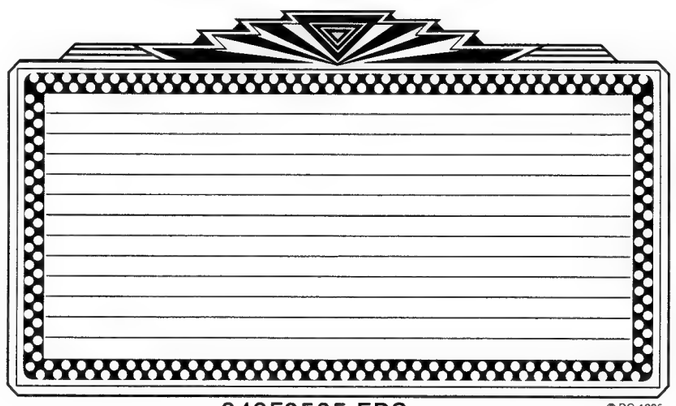

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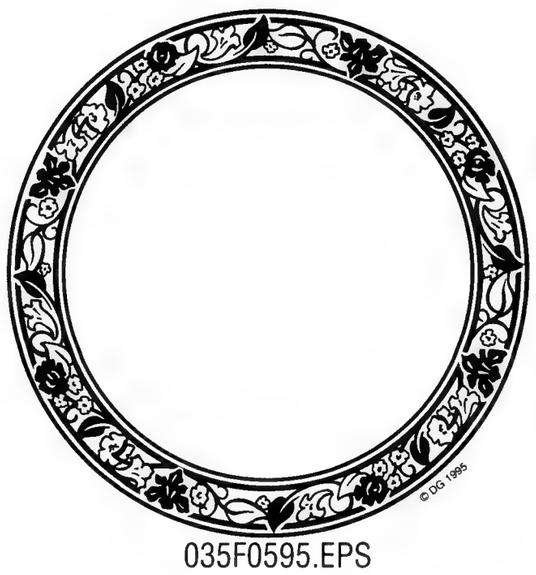

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Note: Numbers identify images for Electronic PMS subscribers.

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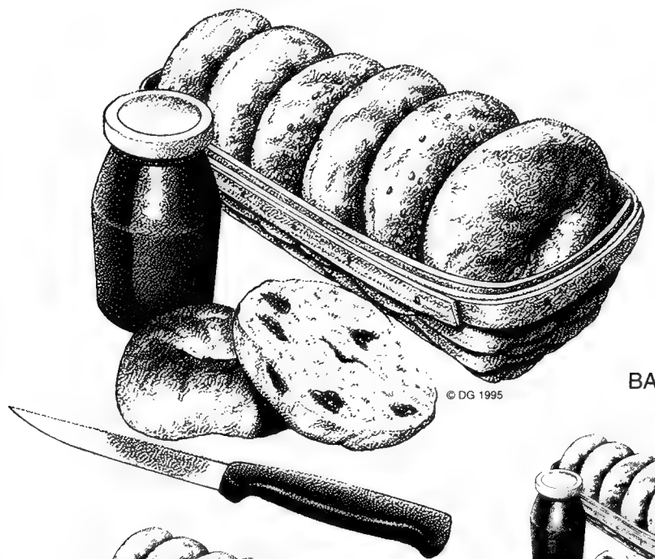

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BAGELS
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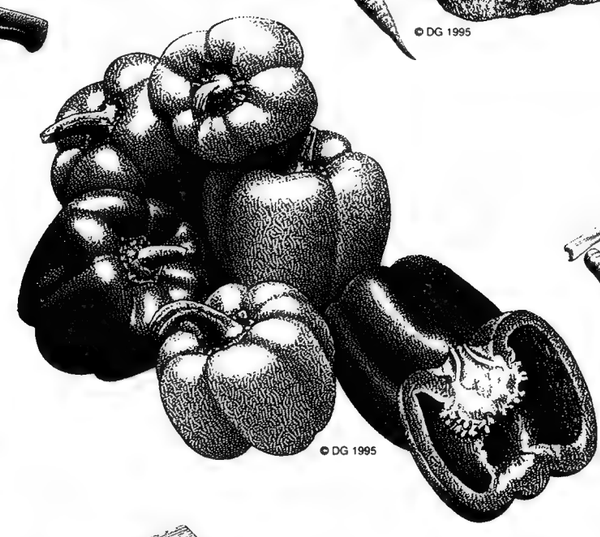

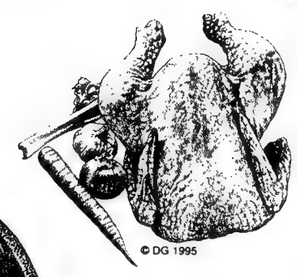

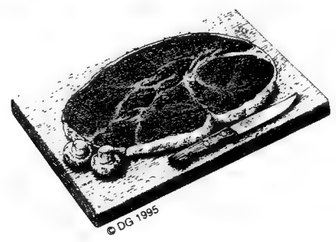

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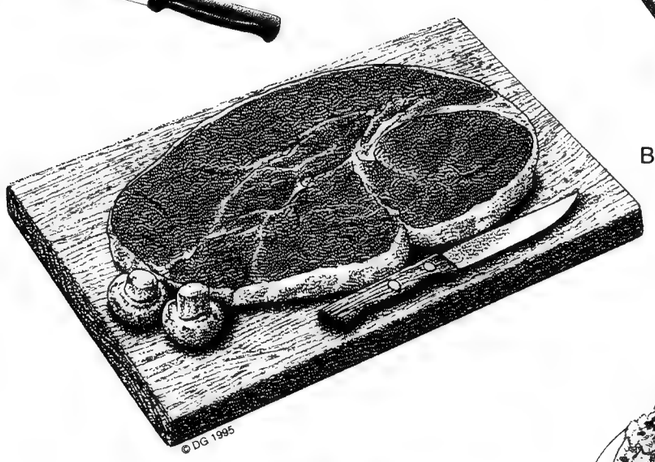

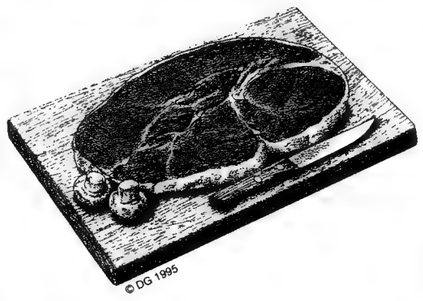

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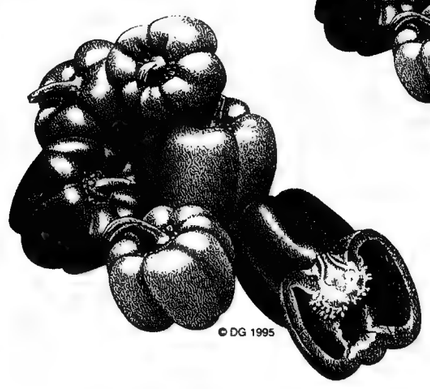

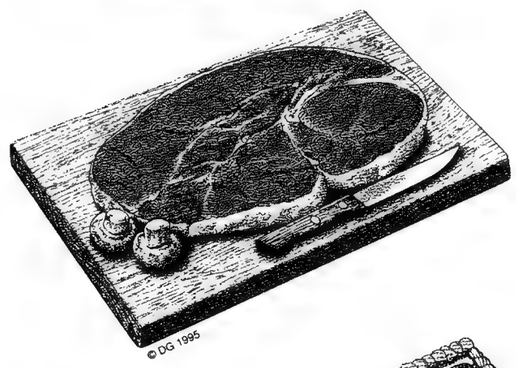

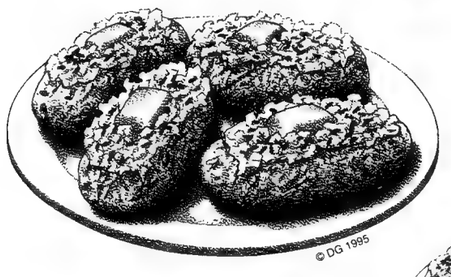

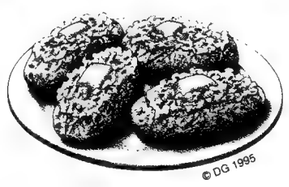

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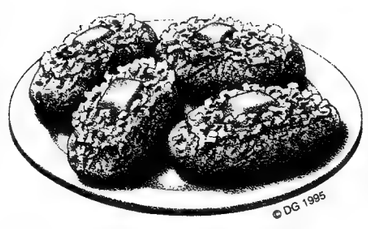

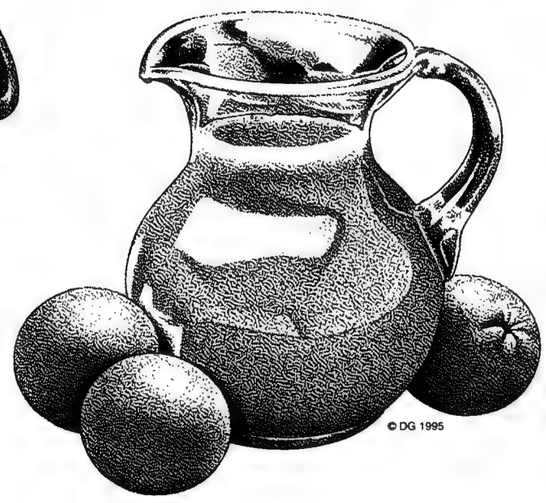

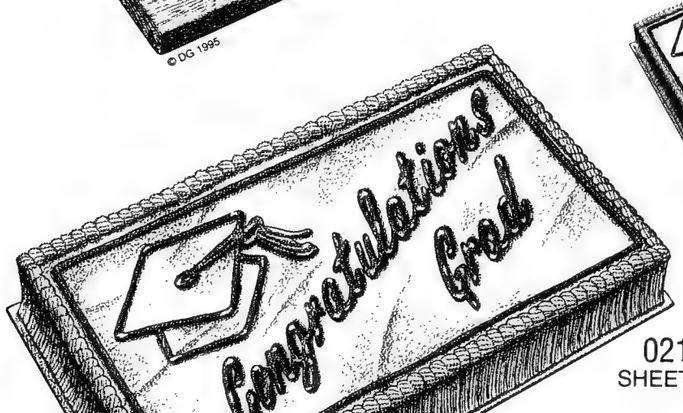

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SHEET CAKE

ORANGE JUICE
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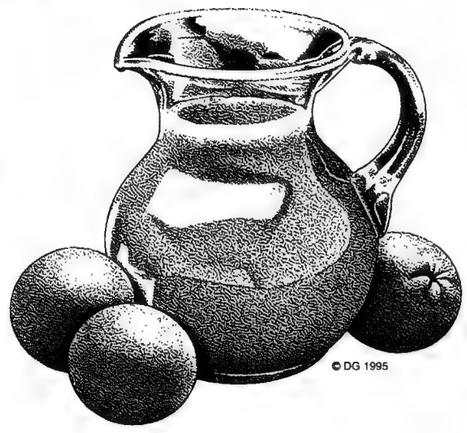

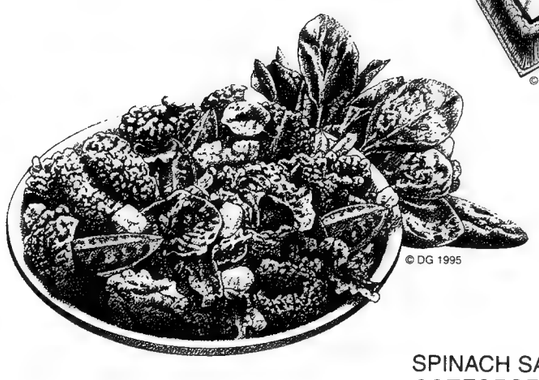

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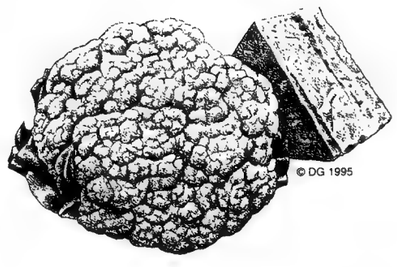

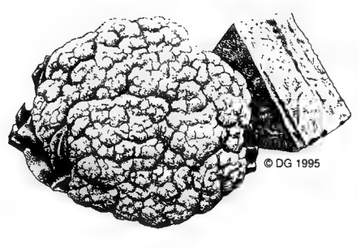

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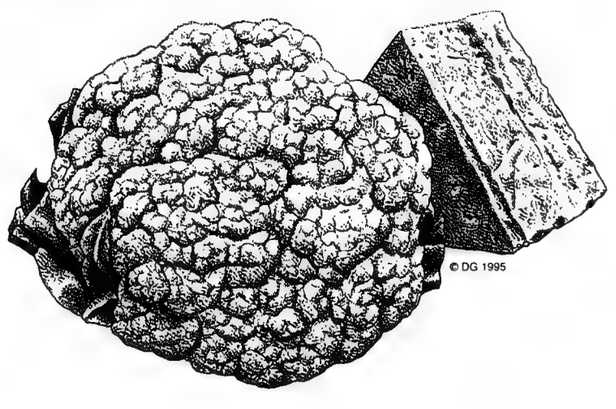
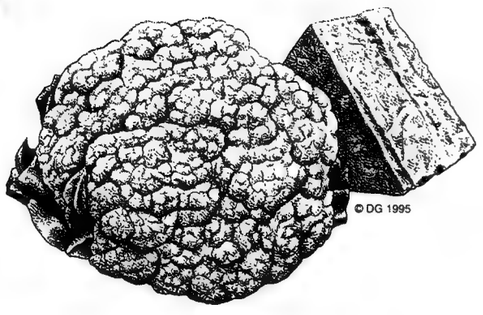


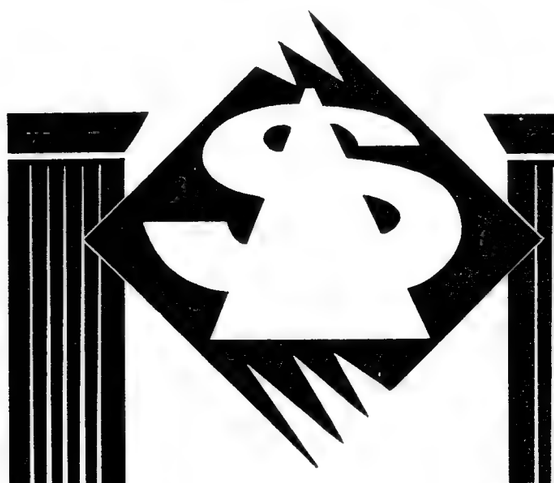


FINANCIAL 13-WEEK CAMPAIGN

INCREASE YOUR LINAGE.

Here's an excellent opportunity to sell a ready-made campaign to a financial institution. This 13-part series is designed to be used for a single advertiser once a week for a quarter year. The larger ad below is the introductory ad for the series. Run this ad first to set the tone and direction for the rest of the campaign.

Note: You can also use the individual ads or illustrations with copy tailored to a completely different purpose.



Easy Money

Whether you need a loan, a savings account, a checking account, an insured money market account, an individual retirement account, a credit card, a certificate of deposit, travelers' cheques, or money orders, we've got all of the banking services you need.

And there's more! Special services like Touch-Tone® Banking, automatic deposit, and FastCash24 AutoTellers make banking easier than ever. It's all here for you!

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

Double Column Border-081F0595. EPS 107A0595. EPS/EPS ART-086F0595. EPS

Auto Loans Made Easy

Why get a car loan here? That's easy! Simple interest, competitive rates, a variety of terms, quick approval, and no application or processing fees make us the best place for your next vehicle loan. Call for details.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

Single Column Border-080F0595. EPS 095A0595. EPS EPS ART-092F0595. EPS

Transactions Made Easy

Keep in touch with your accounts 24 hours a day with Touch-Tone® Banking. Make balance inquiries, transfer funds between accounts, make payments, track check clearing, deposits, and withdrawals, all from any Touch-Tone® phone. Call today to learn more about it.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

098A0595. EPS EPS ART-094F0595. EPS

Everything Made Easy

Getting money fast has never been easier! Over 20 FastCash24 AutoTeller locations in the area make it possible for you to get the cash you need wherever and whenever you need it. Call 800-555-CASH for the nearest location.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

096A0595. EPS EPS ART-089F0595. EPS

Education Loans Made Easy

Make paying for a college education less of a strain on your finances with a guaranteed education loan. To learn more about education loans, or to apply for one, visit out office today.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

099A0595. EPS EPS ART-088F0595. EPS

Checking Made Easy

Checking convenience is No. 1 with us. No minimum balance required. No service fees. No per-check charge. Easy access with FastCash24 AutoTeller locations and Touch-Tone® Banking services. Call 555-2300 for details.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

097A0595. EPS EPS ART-093F0595. EPS

Home Loans Made Easy

You've found the home of your dreams. Now, it's time to find the financing. No problem! Choose from 30- or 15-year Fixed Rate Mortgages and Adjustable Rate Mortgages. Your down payment could be as low as 10%! Call 555-2300 to apply.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

100A0595. EPS EPS ART-085F0595. EPS

Travel Made Easy

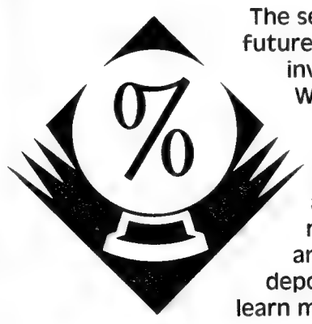
A Multi-Purpose loan can make vacation dreams come true. Competitive interest rates and a variety of terms make it easy. Call 555-2300 for details, or to apply.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

101A0595. EPS EPS ART-090F0595. EPS

Investing Made Easy



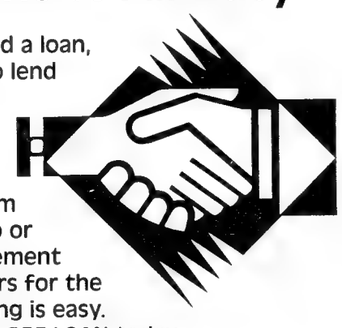
The secret to a secure future is making sound investments today. We offer a variety of options like individual retirement accounts, money market accounts, and certificates of deposit. Call today to learn more about them.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

103A0595. EPS EPS ART-083F0595. EPS

We Make It All Easy



When you need a loan, we're ready to lend you a hand. Long-term loans, like mortgages, or shorter-term ones, like auto or home improvement loans, are yours for the asking. Applying is easy. Just call 1-800-555-LOAN today.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

105A0595. EPS EPS ART-087F0595. EPS

Banking Made Easy

Homebound? Can't get to the bank to do your banking? Relax! Banking by mail makes it easy for you to do a lot of different transactions by mail. All it takes is the proper authorization. Find out more about banking by mail by calling 555-2300.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

102A0595. EPS EPS ART-091F0595. EPS

Information Made Easy

To make your banking easier than ever, we now provide a comprehensive Statement of Accounts each month. This easy-to-read statement lets you track your withdrawals, deposits, and payments.

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

104A0595. EPS EPS ART-082F0595. EPS

Holidays Made Easy

Did you go a little overboard with holiday shopping again last year? Then it's time to start a Santa Saver account. All it takes is a $5 opening deposit. Then, you can make deposits in person, by mail, or with Automatic Payroll Deposit. Start one now!

UNION CENTRAL BANK
1201 N. West Street • 555-2300

© DG 1995

106A0595. EPS EPS ART-084F0595. EPS

BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

034F0595.TIF

GROCERY STORE

034F0595.TIF

030F0595.TIF

AUTOMATED TELLER MACHINE

030F0595.TIF

034F0595.TIF

030F0595.TIF

029F0595.TIF

OFFICE SUPPLIES

029F0595.TIF

028REFLECTED

FRESH SEAFOOD

028F0595.TIF

029REFLECTED

033F0595.TIF

REALTY AGENT

033F0595.TIF

033F0595.TIF

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PIZZA RESTAURANT

031F0595.TIF

032REFLECTED

CORDLESS PHONE SALES

031F0595.TIF

031F0595.TIF

032F0595.TIF

Note: Numbers identify images for Electronic PMS subscribers.

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001C0595.EPS (Color Separated, Large Format) 001C0595.TIF (Large Format)
002C0595.EPS (Color Separated, Small Format) 002C0595.TIF (Small Format)

Note: Numbers identify images for Electronic PMS subscribers.

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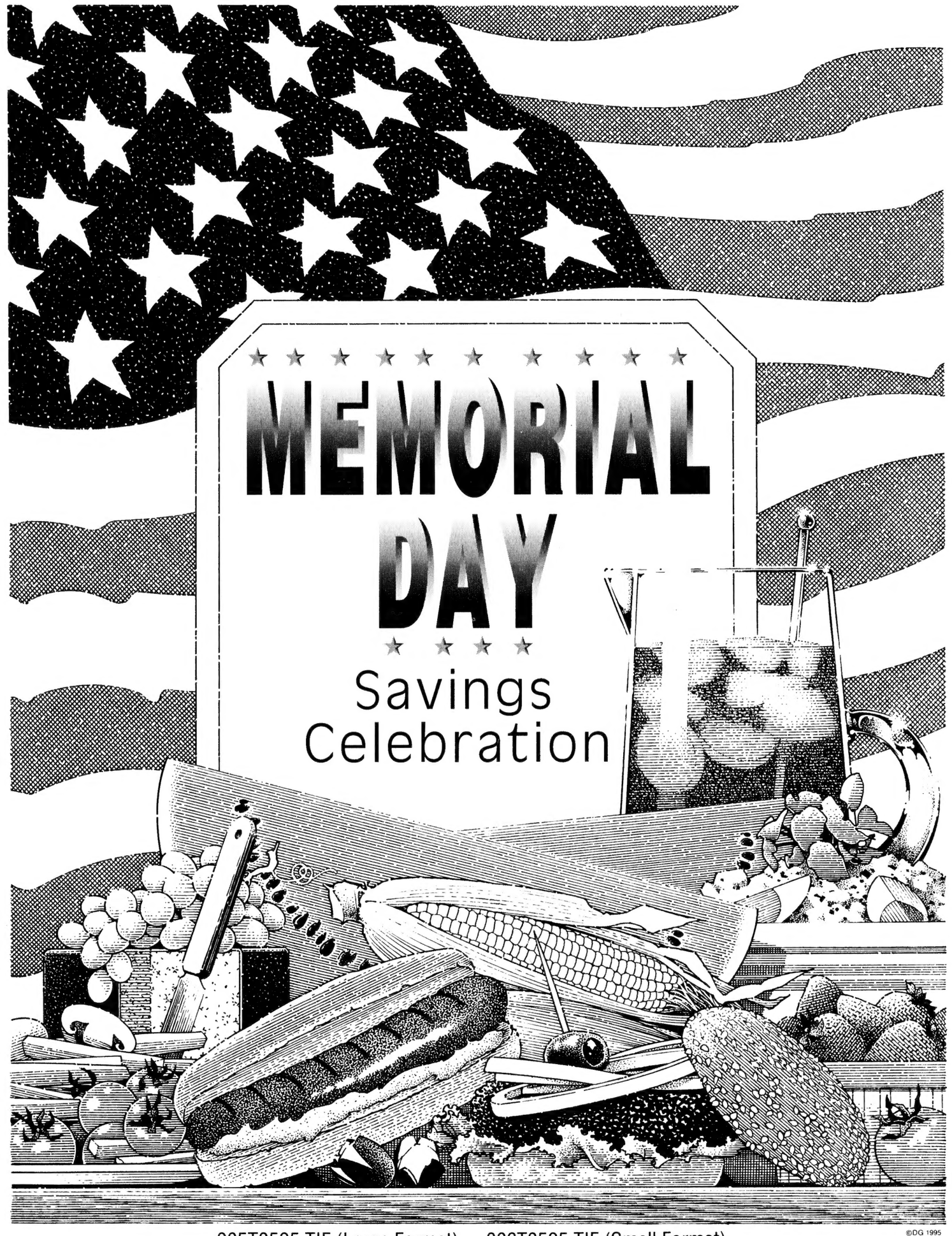
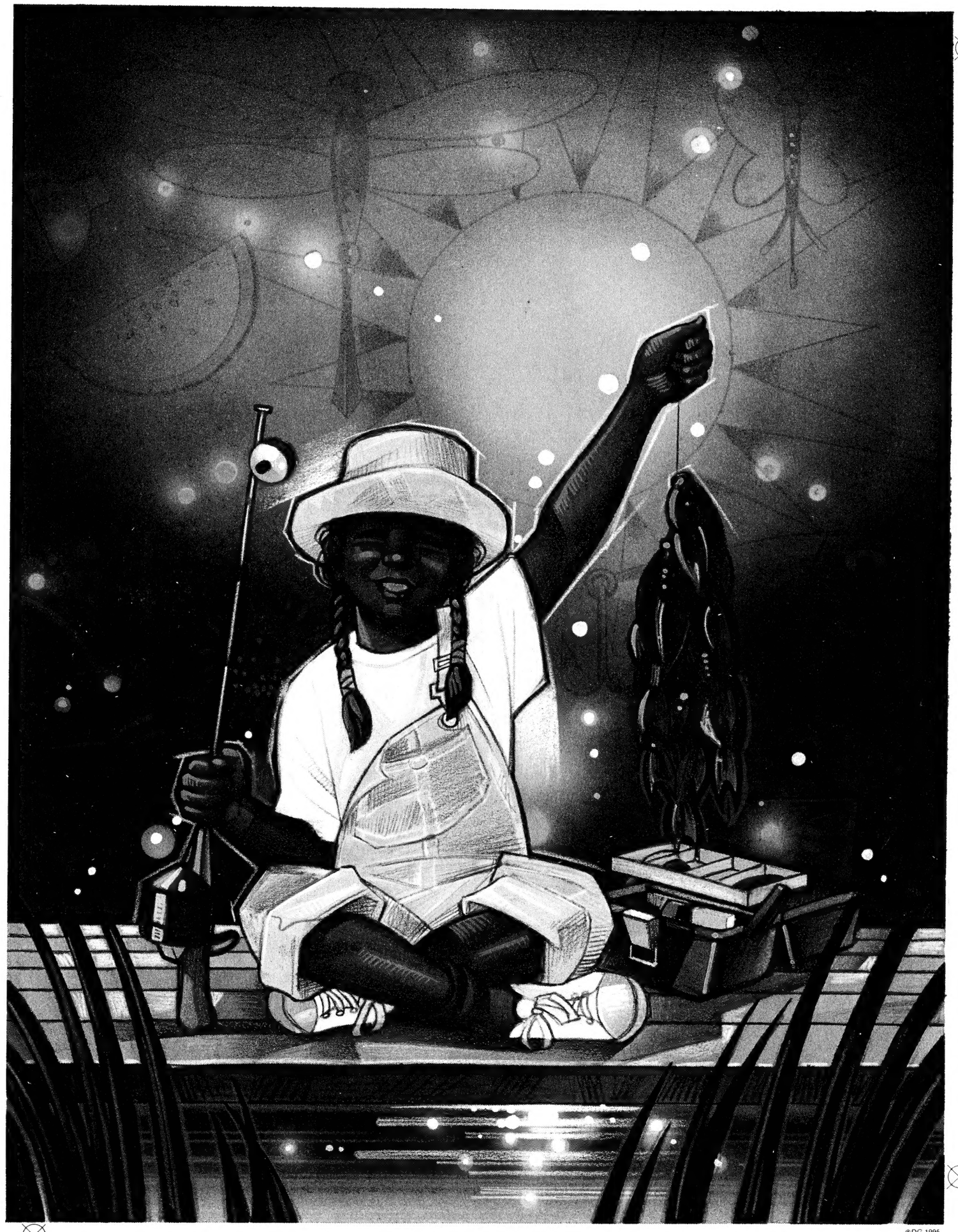
Shown below is the full color proof of the color separations appearing on pages 27 and 28.



©DG 1995

005T0595.TIF (Large Format) 006T0595.TIF (Small Format)

• RED PLATE



• YELLOW PLATE

 Print Media Service® ©Dynamic Graphics, Inc. 1995, Peoria, Ill.

• BLUE PLATE

©DG 1995

• BLACK PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE ( ) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE ( ) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

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NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE ( ) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

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NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE ( ) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

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